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THE NATIONAL NEWSPAPER OF MARKETING

Minute Maid, Snow Crop Juices Shift to McCann

It's Bates' 'First Loss'; Kastor, Hilton Keeps Snow Crop Foods

NEW YORK, Aug. 23—Minute Maid division of Coca-Cola Co. today announced it would transfer the advertising of its Minute Maid brand from Ted Bates & Co. and its Snow Crop brand from Kastor, Hilton, Chesley, Clifford & Atherton to McCann-Erickson, effective Dec. 31.

Only the frozen juices are affected. Minute Maid will be handled by McCann-Erickson; Snow Crop by McCann-Marschalk; Kastor, Hilton will continue to handle the citrus products division of Minute Maid, which makes flavoring, essential oils, and concentrates for beverage manufacturers, in its industrial division. It will also continue to handle Seabrook Farms and Snow Crop frozen foods and vegetables.

The two juice accounts amount to $5,500,000, with Minute Maid totaling about $4,200,000.

■ Coca-Cola decided on the move to improve its corporate marketing. Howard G. Dick, vp of sales and marketing of Minute Maid, was quoted as saying the move was made "with regret and with full knowledge of excellent performance" by Bates and Kastor, Hilton. Following the merger with Coke, Minute Maid found the decision "expedient," in the interest of a "more economical, tightly knit corporate operation."

Coke also places its Fanta bev-

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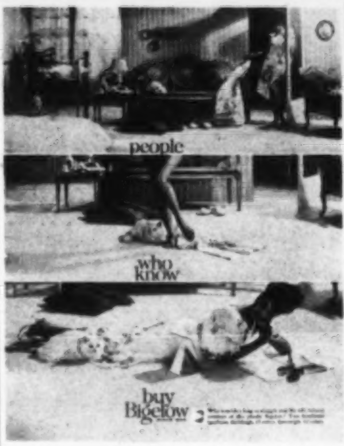

ZOOM IN—*Bigelow advertising for its rugs this fall will imitate the "zoom" effect of a tv camera by showing closer views of models in successive panels. House & Garden, House Beautiful and Living for Young Homemakers will be used. D'Arcy Advertising is the agency.*

Goodyear Adds Shoe Products to Kudner; at Compton 17 Years

AKRON, Aug. 25—Goodyear Tire & Rubber Co. has appointed Kudner Agency, New York, to handle its shoe products division, maker of Neolite heels, full and half soles and Weather-Cote weatherproofing compound. The account has been at Compton Advertising since the introduction of Neolite 17 years ago.

■ Kudner expects the account to bill over $500,000, but Compton reports billings have slipped to well under that figure. Kudner had Goodyear as a charter account in 1935 and now has all Goodyear lines except auto tires, handled by Young & Rubicam. #

Mergers Leave Trail of Account Shifts Behind

Somebody Loses, Somebody Wins When Companies Absorb Others

NEW YORK, Aug. 24—When companies merge, an agency change is usually in the offing.

It doesn't happen immediately—in fact, the first word after a merger is invariably, "No changes are expected." But eventually the reasons inspiring the merger make themselves felt in the advertising area.

Companies which merge try to pool their resources wherever possible. If the corporation is a major buyer of advertising, sooner or later the agency roster gets a close examination.

Mergers have been the order of the day since the end of World War II, and the Coke-Minute Maid consolidation of advertising fits into a pattern already woven.

• One of the biggest account shifts of this year followed a merger. Wesson Oil & Snowdrift Co., New Orleans, was merged last year into Hunt Foods & Industries, Fullerton, Cal. Marketing operations have been consolidated in Fullerton. Result: Fitzgerald Advertising Agency, in New Orleans, lost the $7,000,000 Wesson business to Young & Rubicam, the Hunt agency.

• Campbell Soup Co. bought C. A. Swanson & Sons, frozen food marketer, in 1955. Swanson's advertising had been handled by Tatham-Laird, Chicago, from the brand's introduction in 1950—but last year Campbell switched the business to one of its regular agencies, Leo Burnett Co. Campbell bought Pepperidge Farm last year, but the baker's advertising is still with Ogilvy, Benson & Mather.

• The General Telephone-Sylvania merger of 1959 resulted in consolidation of advertising. Kudner Agency became the General Telephone agency in 1957. After the merger it added the Sylvania account, and this year it picked up the last piece—the $1,000,000 Argus Camera account, formerly handled

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35 Climb to New Sales High . . .

Top 100 National Ad[illegible]ers Spend Record $2.6 Billion on Promotion

77 Hike Ad Investment, but Five of Top Ten Cut Back; General Motors, P&G Lead in Advertising, Hike Share of Markets in Battle of Big Competitors

(For index to marketing profiles of 100 leaders, see Page 41.)

CHICAGO, Aug. 25—The 100 largest national advertisers invested $2.6 billion in advertising in 1960, a figure up 5% from $2.5 billion in 1959.

Although 28 of the leaders cut back on their advertising last year—nearly triple the number that cut back in 1959—those that increased expenditures averaged larger increases than in the previous year, in some cases abetted by mergers and acquisitions that added products requiring many more millions in advertising support.

The perennial leader, General Motors, continued to pull away from the field, riding a record sales crest and hiking advertising to an estimated $168,500,000, up 9% from $155,000,000 in 1959. GM was the only auto company of Detroit's Big Three to raise ad expenditures.

■ Second largest national advertiser was Procter & Gamble, which boosted expenditures 3% to an estimated $127,000,000 from $123,000,000 in 1959, pumping major ad investments into such market leaders as Mr. Clean, Zest, Tide, Cheer, Comet and sales-booming Crest toothpaste.

Third was General Foods Corp., with $110,000,000, up 7% from $103,000,000 in 1959. Of the top ten leaders, only four increased advertising, one held even and five cut back, including fourth-place Ford Motor Co., which trimmed its total 2% to an estimated $90,500,000 from $92,200,000 in 1959; fifth-place Lever Bros. with $80,500,000, down 11.5% from $91,000,000 in 1959; and sixth-ranking General Electric, with $73,000,000, down 5% from $77,000,000 in 1959.

The lone change in the ranks of the top ten was by American Home Products Corp., which displaced Colgate-Palmolive Co. in seventh place by virtue of remaining level at $65,000,000 while Colgate dropped to eighth as it cut back 16% to $59,000,000 from $70,000,000 in 1959.

Top 10 National Advertisers

		1960 Ad Expenditure
1	General Motors Corp.	$168,500,000
2	Procter & Gamble Co.	127,000,000
3	General Foods Corp. ..	110,000,000
4	Ford Motor Co.	90,500,000
5	Lever Bros. Co.	80,500,000
6	General Electric Co.	73,000,000
7	American Home Products	65,000,000
8	Colgate-Palmolive Co.	59,000,000
9	Chrysler Corp.	56,945,100
10	R. J. Reynolds Tobacco Co.	50,000,000

The other cutback was by Chrysler Corp., ninth, which sliced its total 6% to $56,945,100 from $60,864,200 in 1959. Tenth was R. J. Reynolds Tobacco Co., up 2% to $50,000,000 from $49,000,000 in 1959.

■ Stiffer competition and narrowing share of market were largely the factors in the ad cutbacks. In the hard-sledding auto industry, GM's gains in share of market chipped away at Ford and Chrysler, while in soaps, detergents and toothpaste the fierce competitor was Procter & Gamble, which hiked its share of several markets, taking some of this away from Lever and Colgate, which were obliged to cut back.

But for the 100 leaders, the over-

Frank Agency Resigns Share of Quaker Oats

CHICAGO, Aug. 24—Clinton E. Frank Inc. today resigned its portion of Quaker Oats Co. Quaker said the business billed more than $1,000,000; the Frank agency said billings "were less than $500,000."

W. G. Mason, Quaker vp of marketing, told ADVERTISING AGE that the agency resigned following differences with Quaker on marketing and advertising plans. "We wanted more merchandising to distributors and consumers; the agency felt that more advertising would do the job better," Mr. Mason said. "We regret the resignation. We think a lot of Mr. Frank and his

(Continued on Page 201)

World-Wide Crises Help Boost News Show Sales on TV

NEW YORK, Aug. 24—News for the coming network tv season has turned out to be a highly salable commodity. To a lesser degree, public affairs documentaries also are enjoying an upsurge in business.

Nudged by the new chairman of the Federal Communications Commission, the networks have worked hard to fit more news into their daily menus and to sell advertisers on this type of buy. Major promotional attention at NBC has been going to its attractive stable of news personalities for some time, and this season it is beginning to pay off.

■ The start of the '61-'62 tv year will find NBC with a greatly ex-

(Continued on Page 193)

Last Minute News Flashes

Universal Motor Moves to Mautner Agency

OSHKOSH, WIS., Aug. 25—Universal Motor Co., maker of marine motors and lighting plants, has shifted its advertising, sales promotion and pr account from Geer-Murray, Oshkosh, to Mautner Advertising Agency, Milwaukee. The account reportedly bills about $50,000 in media annually.

Armour Foods Switches Emphasis to Print Media

CHICAGO, Aug. 25—Armour Foods has swung out of broadcast media and outdoor into print media, primarily newspapers. Concentrating its advertising in about 50 markets, Armour is placing about 95% of its budget for processed meats in newspapers and the other 5% in magazines, as compared with a 1960 breakdown of 40% for tv, 40% for newspapers and 20% in outdoor. Armour plans to continue this program in 1962.

EWRR May Lose Last Piece of Sun Oil Account

PHILADELPHIA, Aug. 25—Erwin Wasey, Ruthrauff & Ryan's last remaining piece of Sun Oil Co. business was in the balance here today. EWRR, which lost some 75% of Sun Oil's business to William Esty Co. in December, 1957, currently handles the industrial division, billing some $300,000 to $400,000. "Disturbed" by the recent acquisition of Gulf Oil Co. business by EWRR's Pittsburgh office, Sun Oil has been talking to several agencies, including Gray & Rogers. Company officials were not available for comment.

(Additional News Flashes on Page 193)

all picture was one of rising sales and earnings, backed by increased advertising. Of the 100 companies, 77 boosted sales (including 35 with record sales), one held even and 22 saw sales decline. And 58 increased their earnings (including 20 with a new high), one held even and 31 reported lower earnings (the remaining 11 did not report earnings).

Of the 100 leaders, 72 increased their advertising, five held even and 23 cut back. This wasn't quite as impressive as 1959, when 81 were up, 11 even and eight cut back, but was better than recession-year 1958, when 67 were up, five even and 28 cut back.

Grocery products are the la[illegible] single product segment represe[illegible] among the 100 leading national advertisers. The top 100 list includes 21 companies with grocery product lines, and they spent $567,800,000 on advertising—about a fifth of the 100 leaders' total. Second largest segment was the $353,000,000 expenditure by five auto companies—GM, Ford, Chrysler, American Motors and Studebaker-Packard.

■ Advertising figures listed for each of the 100 leaders include "measured media" expenditures published by various statistical bureaus and associations for newspapers, magazines, network and spot television, business publications, farm publications and outdoor. To get a grand total for each of the 100, "unmeasured media" expenditures were added to the measured totals. These unmeasured media expenditures include point of purchase, direct mail, network and spot radio, premiums and all other forms of advertising.

Measured media figures include space and time costs only. Production and talent costs for tv and print are included in unmeasured expenditures.

ADVERTISING AGE would like to make it clear that the selection of "the 100 leading national advertisers" was based on measured media expenditures, and that if other criteria were used other advertisers not now on the list would need to be included; also that the tabulation is based on *national* or *regional* advertising.

Among such companies would be those which spend many millions annually in local advertising, which is not measured. Such companies include Montgomery Ward, A&P, Kroger, Macy, Gimbel and Marshall Field.

Marketing profiles of the 100 leaders begin on Page 41. #

Effervescent L.A. Coke Bottler Is Settled at McCann

LOS ANGELES, Aug. 26—One of the stranger stories in the annals of advertising came to fruition this week. McCann-Erickson confirmed a report in ADVERTISING AGE last week that although it did not have the $1,000,000 Coca-Cola Bottling Co. report when it originally said it did (AA, April 10), it has since [illegible]ired the business, as of Sept. 1. [illegible]he agency also confirmed that Joe Murphy, who was to accompany the business to McCann last June, would not join the agency after all.

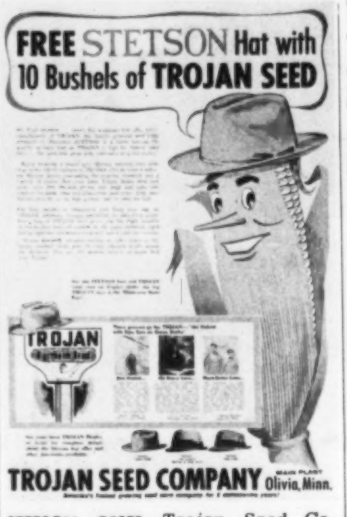
■ At the same time, the Los Angeles bottler announced that it has assigned advertising for its Bubble Up and White Rock beverages to Honig-Cooper & Harrington. Bubble Up billed about $250,000 locally last year, while White Rock has been virtually inactive in California. As reported by AA on Aug. 21, the national Bubble Up business, worth about $500,000, is currently without an agency.

Loser in the rash of account shifts was Joe Murphy, head of Murphy Associates here. Since 1959, Mr. Murphy has handled the entire ad account for the Los Angeles Coke bottler (Coke, Bubble Up, White Rock) plus parent company advertising for Bubble Up out of Peoria, Ill.

The news this week rocked the soft drink business generally and the Coca-Cola bottler complex specifically.

■ In April, McCann-Erickson in a surprise announcement said that effective June 1, the Los Angeles bottler's billings would return to the agency and that Mr. Murphy would become affiliated with the agency as supervisor on the account. At the time, it was thought that the move had cleared up an awkward situation in the Coca-Cola complex, since Los Angeles was one of the very few major bottling areas not handled by McCann and also since McCann, agency for the parent company, had lost the business to Murphy a

(Continued on Page 193)


FREE STETSON Hat with 10 Bushels of TROJAN SEED
TROJAN
TROJAN SEED COMPANY Olivia, Minn.

STETSON OFFER—*Trojan Seed Co., Olivia, Minn., is offering Minnesota, North and South Dakota, and Iowa corn growers a free Stetson hat with purchase of its seed corn. Faber Advertising is the agency.*

MacNeal Reports Curtis Loss: Again Blasts Cut Rates

NEW YORK, Aug. 23—The president of Curtis Publishing Co. reported consolidated gross operating revenues for the first six months of 1961 yesterday to stockholders—and used the occasion to urge the Audit Bureau of Circulations to raise its "net paid" qualifier on subscriptions to one-half the newsstand price.

On the financial front, Robert E. MacNeal said Curtis revenues for the first half dropped to $113,639,830 from $125,104,934 the year before. A $4,085,913 net loss from operations compared with a $1,593,020 profit in the 1960 period. The loss figure was trimmed to $672,486 following a $3,413,427 net gain from the sale and disposition of securities earlier this year; the total after non-recurring items last year was a plus-$1,617,243.

■ Mr. MacNeal added, however, that "if potential tax credit" of $1,685,000 "is fully realized" Curtis net earnings in the first half were $1,012,514. The credit was

(Continued on Page 194)

Bill Boosting FTC Power Bogs Down in House

AFA, Other Groups Hit Measure Authorizing Interim Desist Orders

WASHINGTON, Aug. 24—Efforts to get legislation on a number of bills giving far-reaching new power to the Federal Trade Commission were losing out this week in a race with the congressional adjournment clock.

During a two-day hearing before the House committee on interstate and foreign commerce, congressional sponsors and retail organizations claimed a stronger FTC is needed in order to protect small business from extinction. But one committee member, Rep. Harold R. Collier (R., Ill.), suggested that some of the proposals—particularly a plan to give FTC power to issue temporary cease and desist orders while cases are still being heard—"might cure an ulcer and create a cancer."

This week's two-day hearing before the full committee took up two major types of proposals:

• One group of bills, typified by H. R. 8830, sponsored by Rep. Tom Steed (D., Okla.), sets up a new procedure which is designed to freeze a trade practice or advertising campaign while FTC determines whether it is a law violation.

• A second type of bill, considered at the same time, was H.R. 127, by Rep. Wright Patman (D., Tex), which seeks to curb price wars by prohibiting a chain organization from selling at substantially lower prices in some markets than in others.

■ FTC Chairman Paul Rand Dixon, who is anxious to get congressional action on the temporary cease and desist order plan, interrupted his vacation to be on hand for Tuesday's hearing. But questioning of congressional sponsors consumed so much time that he resumed his vacation without testifying.

Rep. Patman contended that both bills are "the minimum" needed to protect small business from price wars and unfair trade practices. He came under close questioning from committee members who argued that the temporary cease and desist order procedure gives FTC power which even the courts have been reluctant to exercise.

■ The trade practice committee of the New York City Bar Assn. pointed out that trade practice law is constantly evolving, so there is always room for honest differences of opinion as to whether the law has been violated. "Yet the proposed legislation affords no leeway for these honest differences of opinion, or for possibly severe consequences upon American business men, should their advertising programs or pricing policies or other activities be enjoined, only to be held lawful at a later date,"

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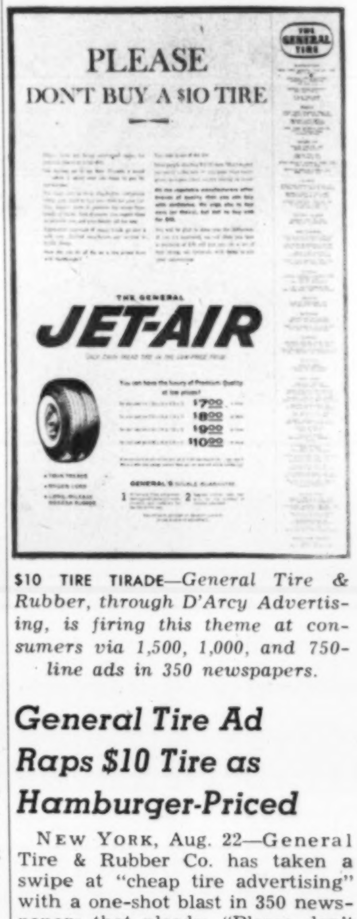
PLEASE
DON'T BUY A $10 TIRE
THE GENERAL TIRE
THE GENERAL
JET-AIR
$17.00
$18.00
$19.00
$10.00

$10 TIRE TIRADE—*General Tire & Rubber, through D'Arcy Advertising, is firing this theme at consumers via 1,500, 1,000, and 750-line ads in 350 newspapers.*

General Tire Ad Raps $10 Tire as Hamburger-Priced

NEW YORK, Aug. 22—General Tire & Rubber Co. has taken a swipe at "cheap tire advertising" with a one-shot blast in 350 newspapers that pleads: "Please don't buy a $10 tire."

The b&w ads, which are 1,500, 1,000 and 750 lines, depending on market size, said the $10 tire tag figures out "to less than 50¢ a pound . . . which is about what you have to pay for hamburger."

Said General Tire: "Expensive materials of many kinds go into a safe tire. Skilled man-hours are needed to build them. How do you do all this on a tire priced down with a hamburger?

"You take it out of the tire," was General's answer. "All the reputable manufacturers," it continued, "offer brands of quality that you can buy with confidence. We urge you to buy ours (or theirs) but not to buy one for $10."

■ Each of the General ads carried a listing of dealers in the respective area, and the company expects "some dealers to run the ad again over their own logos."

James C. Cowhey, account supervisor on General with D'Arcy Advertising, said that "just about all tire advertising today is the same. Everyone's dwelling on price." General, he said, was "more concerned about loss of life resulting from faulty tires."

"People wouldn't drive down the street with cheap glass or metal in their cars," said Mr. Cowhey. "Why should they trust cheap tires?" #

General Foods Amends Profile

NEW YORK, Aug. 23—Some alterations in the General Foods Corp. profile on Page 118 couldn't be made before the profile was printed. Among them:

The record first quarter net earnings were $17,196,000. Bliss brand coffee has not been discontinued; it is still marketed in limited areas, through Ogilvy, Benson & Mather.

While the measured media expenditures for products come from usual sources, GF has said they are not accurate—but sticks to GF policy, which prohibits disclosure of advertising expenditures for divisions or products. #

'Baby Care Manual' Ups Base

Baby Care Manual, a quarterly, published by Parents' Institute, New York, and distributed through hospitals to new mothers, will raise its circulation base to 700,000 beginning with the February, 1962, issue. The present base is 650,000. The new one-time b&w page rate will go from $6,950 to $7,550, and the four-color page from $9,575 to $10,500.

Highlights of This Week's Issue

H. J. Heinz Co. and R. T. French independently schedule tie-in promotions. ....Page 6

International Broadcasting System establishes the first link in its proposed global chain of radio and television networks, with signing of Japan International Broadcasting System. ....Page 8

Southern Comfort Corp. will present the largest single promotion in its history in the Nov. 17 issue of Life. ....Page 24

George C. Rouse, district manager of the First Wisconsin National Bank, Milwaukee, says bank advertising which portrays a "friendly image" must be backed up by the staff if it is to be effective. ....Page 24

In a tie-in promotion with the Seattle world's fair, Preservative Paint Co. launches a campaign offering a free ride on the Century 21 mono-rail with every gallon of Preservative paint bought before Labor Day. ....Page 28

In-Sink-Erator Mfg. Co. revives "darling with the garbage bag" motif in its fall advertising campaign. ....Page 30

Henry I. Christal Co. study reveals that radio's out-of-home audience is greater than many earlier studies have indicated. ....Page 31

Brtain's top 20 advertisers made whopping increases in their advertising budgets in 1960 and invested most of the extra money in television. ....Page 32

Al Johnson, advertising director of International Shoe Co., says the November-December period is now the No. 1 volume season. ....Page 38

Bub Products Co. extends its advertising into additional Pennsylvania markets in a fall campaign for Bub, children's bubble soap, using newspapers, tv and bus cards. ....Page 188

The 1961 edition of "Departmental Merchandising & Operating Results," published by National Retail Merchants Assn., reports that department stores in the U.S. last year made their major investments for newspaper space in Sunday editions. ....Page 189

Finger Lakes Assn. plans to step up its promotion to attract more tourists to that area. ....Page 192

Beginning Sept. 1, WNBC-TV, New York, will introduce a new rate card with a simplified volume discount plan, a new Class E rate for fringe periods and increases for the "Jack Paar Show" breaks. ....Page 197

Trans World Airlines will run an eight-page insert in the October Holiday and November Esquire, as part of a $250,000 campaign to promote travel to Europe. ....Page 200

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Hungerford Launches Drive

Hungerford Packing Co., Hungerford, Pa., has announced its largest campaign to date for York County Dutch whole boiled onions beginning this fall and running through April, 1962. Ads featuring recipes will run in September in *Family Circle, Woman's Day* and *Life*. In-store display material, and a cooperative merchandising plan including newspaper ads and displays are part of the program. Adams Associates is the agency.

Strike Threat Clouds Scene on Ads for '62 Cars

DETROIT, Aug. 24—Amid growing threats of a strike in the automobile industry, the auto makers this week began to release details on their 1962 models, hopeful they will have new models to sell when the announcement ads break next month.

Ford, Oldsmobile and Lincoln-Mercury divisions unveiled their '62 models to the press at special showings in Detroit, with American Motors previewing its new Ramblers at Mukwonago, Wis. Pontiac, Chevrolet and Studebaker will hold their previews next week, with the other companies following after Labor Day.

But all eyes this week were on Solidarity House, headquarters of the United Auto Workers. Decisions made at Solidarity could influence the execution of advertising plans drawn up by the auto companies (AA, Aug. 14). A strike of any duration could cause the companies to hold back their advertising dollars until new cars are available.

■ The general feeling is that the UAW will strike General Motors Sept. 5, taking advantage of the paid Labor Day holiday, and will stay out for about 10 days.

And one informed observer said that, regardless of a nationwide strike against GM, a rash of local strikes at both Ford and GM will halt a full-scale production until mid-October.

Another possibility seen by some observers is an early settlement with American Motors, with the union using this as a lever to force agreement with the Big Three. Chrysler is not expected to be affected by strike action, and Studebaker-Packard, whose contract runs longer, will not begin negotiations until next month.

The companies are proceding

(Continued on Page 194)

Ideal Toy Buys Simultaneous TV Shows for 2 Lines

NEW YORK, Aug. 23—For a few weeks this fall, Ideal Toy Corp. will be in the unusual position of competing with itself for viewers' attention.

Starting Nov. 5, Ideal will cosponsor "Bullwinkle Show" from 7 to 7:30 p.m., EST, on NBC-TV. The commercials for this six-week buy will stress pre-Christmas sales of toys, dolls and games for youngsters.

Coincidentally, this advertiser will be running a schedule of minutes on "Maverick," 6:30 to 7:30 p.m., on ABC-TV. This buy will start Oct. 1 and continue into December. Commercials on this program will feature hobby kits from the ITC Model Craft division. Ideal also will be half sponsor of CBS' "Mighty Mouse Playhouse" on Saturday mornings. Grey Advertising is the agency.

■ The company's thinking in backing network tv attractions opposite each other was explained to ADVERTISING AGE by Melvin Helitzer, advertising director. He said that Ideal hopes to catch the toy-minded youngsters with "Bullwinkle," a new animated cartoon series, and to appeal to hobbyists, from teen agers through the grandfather class, with "Maverick," a program with a track record. #

new from Pepsi:
Big Half-Quarts
in a new
8-bottle family carton
Pepsi
EIGHT 16 OUNCE BOTTLES
BIGGEST VALUE

FAMILY CARTON—*This four-color spread broke Aug. 24 in Chicago's American as the blockbuster ad in a $400,000 drive by Pepsi-Cola General Bottlers to introduce a new eight-bottle half-quart carton of Pepsi in the Chicago market, the first major market to get the new carton. The same spread will run in the other three Chicago dailies and the Waukegan News-Sun. Other media also will be used.*

Batten, Barton, Durstine & Osborn, Chicago, is the agency.

1st Public Stock Offer Shows Waning Schlitz Sales, Earnings, but Buyers Snap Up Shares

CHICAGO, Aug. 24—Sales and earnings of Jos. Schlitz Brewing Co. last year were lower than at any time in the past five years, closely corresponding to declining barrelage sales figures over that period.

Actual sales and earnings figures for Schlitz were disclosed for the first time today in a 14-page report issued by Glore, Forgan & Co., Chicago brokerage house. Glore, Forgan yesterday sold 75,000 shares of Schlitz stock, which had been offered for sale by Mrs. William T. Pheiffer of New York, widow of George E. Uihlein, a former Schlitz director, who died in 1950.

This was the first time in the brewer's 112-year history that its stock was sold to the general public. Schlitz' 4,895,609 shares of common stock have always been closely held by members of the Uihlein family.

■ The report disclosed that net sales excluding excise taxes last year amounted to $155,469,000—down more than $3,000,000 from 1959 sales of $158,511,000. Net profits last year were $8,838,000 as compared with 1959 profits of $10,543,000.

The report estimated that Schlitz had a 6.5% share of the beer market in 1960. Total assets of the brewer were listed as more than $163,000,000. The report stated that Schlitz has no debt and is believed to be in the strongest financial position of any brewer, with cash and government securities amounting to more than $50,000,000. Schlitz has substantial funds not needed in its brewing operations and is considering diversification of its activities, the report said.

The decline in unit sales since 1957 was blamed on competition from popular-price beers, the report stated. While acknowledging that Schlitz was slow in bringing out a popular-price brand—Old Milwaukee—the report predicted that sales of Old Milwaukee for this year would be more than four times as great as for 1959 and 1960. Old Milwaukee is now being marketed in all of Maine, Michigan, South Carolina and Virginia, and in parts of Florida, Georgia, Illinois (including Chicago), Texas and in miscellaneous areas, according to the report.

■ The 75,000 shares of stock were sold at $31.50 a share. The book value of the stock has been listed at $28.57 per share. The Schlitz stock pays an annual dividend of $1.20 per share—a yield of 3.8% if purchased at the $31.50 figure. #

International Packers to JWT

International Packers Ltd., Chicago, worldwide processor, importer and exporter of meat and other foods, has appointed J. Walter Thompson Co., Chicago, to handle U.S. advertising and public relations. JWT has handled advertising for Argentine and Brazilian subsidiaries of International Packers for several years.

McCutcheon Adds Developer

Arizona Valley Development Corp., Phoenix, has appointed McCutcheon Advertising Agency, Phoenix, to handle merchandising for its subdivision, Arizona City, near Casa Grande. A national campaign utilizing regional editions of *TV Guide* is planned for fall and winter along with local campaigns in Phoenix and Tucson.

Fleischmann Sets 1st Outdoor Vodka Push

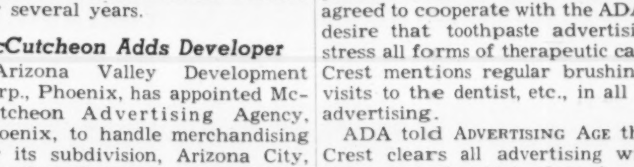
NEW YORK, Aug. 22—Fleischmann vodka went outdoor for the first time this month, with one-sheet and 30-sheet postings in some 20 markets across the country.

Launched five years ago by Fleischmann Distilling Corp., the product has used mainly newspapers, with some share of multiple brand advertising in magazines.

The company plans to use the new medium permanently, said Lucien Perona, director of advertising and sales promotion. The current campaign, however, is scheduled to run only through September. Ads feature the theme, "Vodka? The Russians named it, but Fleischmann's tamed it."

The same theme is being used in a two-month newspaper schedule calling for 200, 300 and 400-line ads. They are running in 68 newspapers across the U.S.

Ted Bates & Co. is the agency. #


Vodka?
The Russians named it...But
FLEISCHMANN'S TAMED IT!
General Outdoor

FIRST TIME—*Fleischmann Distilling Corp. is using outdoor ads for its vodka for the first time.*

Senators Threaten New Legislation as Publicker Buys Radio for Liquor

NAB Tells Magnuson, Pastore: 'We're Warning Stations on Code Rules'

WASHINGTON, Aug. 24—The threat of a last-minute legislative rush to prohibit radio and tv stations from carrying liquor advertising was uncoiled here today, as influential senators reacted angrily to efforts by Publicker Distillers Products to buy spots for two of its brands.

In a joint letter to LeRoy Collins, president of the National Assn. of Broadcasters, Sen. Warren Magnuson (D., Wash.), chairman of the Senate commerce committee, and Sen. John O. Pastore (D., R. I.), chairman of the subcommittee on communications, said, "While we are aware that broadcast licensees are all anxiously looking for new sources of revenues, we never believed that they would be so lacking in their sense of public responsibility as to even consider the broadcast of liquor

(Continued on Page 194)

Old Hickory, White Label Buying 30-Second Spots, May Also Seek TV Time

PHILADELPHIA, Aug. 25—The broadcast industry's barriers against hard liquor advertising may be crumbling.

They certainly will if Publicker Distillers Products Inc., sales company for Continental, Kasser, Haller and Old Hickory brand names, has anything to say in the matter.

Early last month, John J. Schwed, advertising manager of Publicker Industries Inc., parent company, gave Ellington & Co. a go ahead for the broadcast media for its 10-year-old Old Hickory brand of bourbon whisky, and a similar signal to Al Paul Lefton Co. here for its Philadelphia White Label popular-price whisky.

■ Early in August, the first spots started. At present, White Label is on 28 radio stations, and the agency is hoping to get spots on several tv stations almost immediately. Old Hickory spots are on 31 radio stations, including one station in Juneau, Alaska. This brand had made a buy on a station in Florida, but the station became frightened of possible FCC action and canceled out.

For Old Hickory, Ellington & Co. is understood to be buying fm stations for the most part to get the select market, while Lefton is buying whatever markets it can get for the Philadelphia White Label brand from coast-to-coast. Most of the stations accepting the hard liquor spots are in or near the large metropolitan markets, such as New York, Chicago, Los Angeles, and San Francisco. State regulations in Pennsylvania make

(Continued on Page 10)

P&G Allocates Commercial Time to Dental Group

NEW YORK, Aug. 24—Procter & Gamble has purchased one hour of prime evening time Feb. 6 on CBS-TV for Crest toothpaste, but all advertising time has been turned over to the American Dental Assn.

The ADA plans to use the full six minutes of commercial air time for educational health messages, in conjunction with National Children's Dental Health Week. Credit will be given to P&G and Crest at the opening and closing of the show.

The program, tentatively titled "The Family," stars Henry Fonda in a series of "lighthearted, humorous" sketches about the American family. Planned as a taped broadcast, "The Family" is being produced for CBS by Bud Yorkin and Norman Lear.

Cost of the show will be approximately $500,000 for time, talent and production.

■ Sponsorship of the dental health education messages by P&G is part of a total program Crest has planned with the ADA. Crest has agreed to cooperate with the ADA's desire that toothpaste advertising stress all forms of therapeutic care. Crest mentions regular brushings, visits to the dentist, etc., in all its advertising.

ADA told ADVERTISING AGE that Crest clears all advertising with them, and that it is pleased with the Crest ads thus far

Benton & Bowles, the Crest agency, is working with ADA on the tv ads. #

Fenwick Leaves D&C; Will Open Own Shop in L.A.

LOS ANGELES, Aug. 23—Following an "amicable agreement" with the agency's New York management, David R. Fenwick has resigned as vp and chairman of the western plans board of Donahue & Coe.

Mr. Fenwick, who joined the agency here in 1960, following a tour as senior vp of Grant Advertising in New York, said he plans to open his own agency shortly and will have an announcement on new account acquisitions—"not Donahue & Coe's"—by early September.

He said his resignation has no direct connection with the departure earlier this month of D&C's Los Angeles manager, Richard Moses, who resigned after a dispute with the New York management.

Subsequently, the *Los Angeles Times*, billing about $70,000, and Alpha Beta Food Markets, a fee account involving about $30,000 a year, severed relations with the agency. The *Times* currently is handling its own advertising, while Alpha Beta has moved to MacManus, John & Adams.

■ Meantime, D&C this week announced the promotion to vp of Henry (Barney) Safford, supervisor on the agency's First National Bank account, and the appointment of William R. Muller, formerly with Young & Rubicam as an account exec on its Squirt Co. business. #

Florida Citrus Meets to Plan 4-Agency Contest

Gardner Is Third Shop to Leave Arena; Cites Lack of Time

LAKELAND, FLA., Aug. 24—With four of seven selected agencies still in the running for the Florida Citrus Commission's $3,000,000-plus advertising account, Chairman Key Scales Jr. Wednesday called a special weekend meeting of the commission to discuss plans for competitive ad presentations scheduled Oct. 11-12.

In the past few days, the third major agency dropped out of the field. First to decline was J. Walter Thompson Co., then Batten, Barton, Durstine & Osborn, and finally Gardner Advertising Co., which had been named to the list when JWT bowed out.

Remaining on the presentation roll are Campbell-Ewald Co., Grant Advertising, Lennen & Newell, and the current agency, Benton & Bowles, which has held the account for the past six years.

▪ In calling the special meeting, Mr. Scales said the 12-man citrus commission would have a "thorough and frank discussion of ground rules and other matters pertaining to the presentations.

"This is an industry matter," Mr. Scales said. "The commission has done everything in its power to keep the industry abreast and apprised of advertising plans over the years. We have now called for presentations in a forthright and business-like manner and these be heard by the commission in exactly that spirit."

Withdrawal of Thompson, BBDO and Gardner from the list of contenders has resulted in speculation in some quarters that political pressure or implications were involved in the situation. This has been denied by spokesmen for the citrus commission, the governor's office in Tallahassee and the Florida Development Commission.

▪ While the commission is a state of Florida board whose 12 members (all citrus industry leaders) are appointed by the governor, funds for the commission's activities are provided exclusively from per-box taxes on citrus crops, and the commission over the years has been looked on as a virtually independent operation, within the framework of the state's governmental setup.

The three agencies which have withdrawn from contention have given a variety of reasons (AA. Aug. 21). Gardner said that it did not feel that there is time between now and Oct. 11 "for any agency to submit complete, thorough and effective plans."

Charles Brower, president of BBDO, had wired the commission that he thought B&B had "done a great job for you, and I think there is too much—far too much—of subjecting faithful and able agencies to the whims of a prejudiced and often misinformed minority."

Mr. Brower said this week that his stand prompted "nine favorable comments." One of these was from William Hesse, president of B&B. It read: "I suppose I ought to call you 'dearest.' Anyway, thanks." Another congratulatory letter came from William R. Farrell, director of marketing, Monsanto Chemical Co., who is chairman of the Audit Bureau of Circulations.

The BBDO boss said the citrus commission was somewhat upset about his agency's pulling out, "but not without some justification. I sympathize with their viewpoint. After all, someone has to explain why an advertising agency should send men to Florida, take up someone's time, and then change its mind."

▪ Mr. Brower reaffirmed that he "meant what was said" in the telegram. "I sincerely believe that a helluva lot of agencies are whipping boys for other people who should be the whipping boys themselves. I've seen this happen a few times in the last couple of years. It's like a ball game or another contest. Someone jumps 15 feet and sets a world's record. Then the client asks, 'Okay, who can jump 15 feet, 2 inches?'"

He said it was "the agencies' fault, themselves," that this situation existed. "If some of them have gained little respect, it's because they haven't earned it. They do not stand up and help each other."

The commission's ad head, Frank D. Arn, said the Floridians were "rather surprised" to learn of BBDO's decision. "It is the agency's prerogative to compete or not to compete," he added.

Mr. Arn said he had been in Chicago all week, and read about the story Monday afternoon in ADVERTISING AGE. He pointed out, however, that the commission "would have to study out" the agency roster as it stood, and expressed doubt that anyone would be named to replace Gardner.

"We want everyone to know," declared Mr. Arn, "that the commission is going to be very fair and business-like. There will be no partiality to anyone. We have opened our books to all concerned. Each agency is being granted the same opportunity." #

secret
Coats & Clark

HOW TO—*Tips on choosing the right needle and thread for various fabrics are featured in this fall ad for Coats & Clark, running in eight magazines. Fuller & Smith & Ross is the agency.*

Breck, Motorola Set TV Spec

"The Power & the Glory," starring Laurence Olivier, will be seen over CBS-TV Oct. 29 at 9 p.m., EST, under the sponsorship of John H. Breck Inc., Springfield, Mass. (Reach, McClinton & Co.) and Motorola (Leo Burnett Co.), Chicago. This Talent Associates-Paramount production will be one of the 1961-'62 season's most expensive specials.

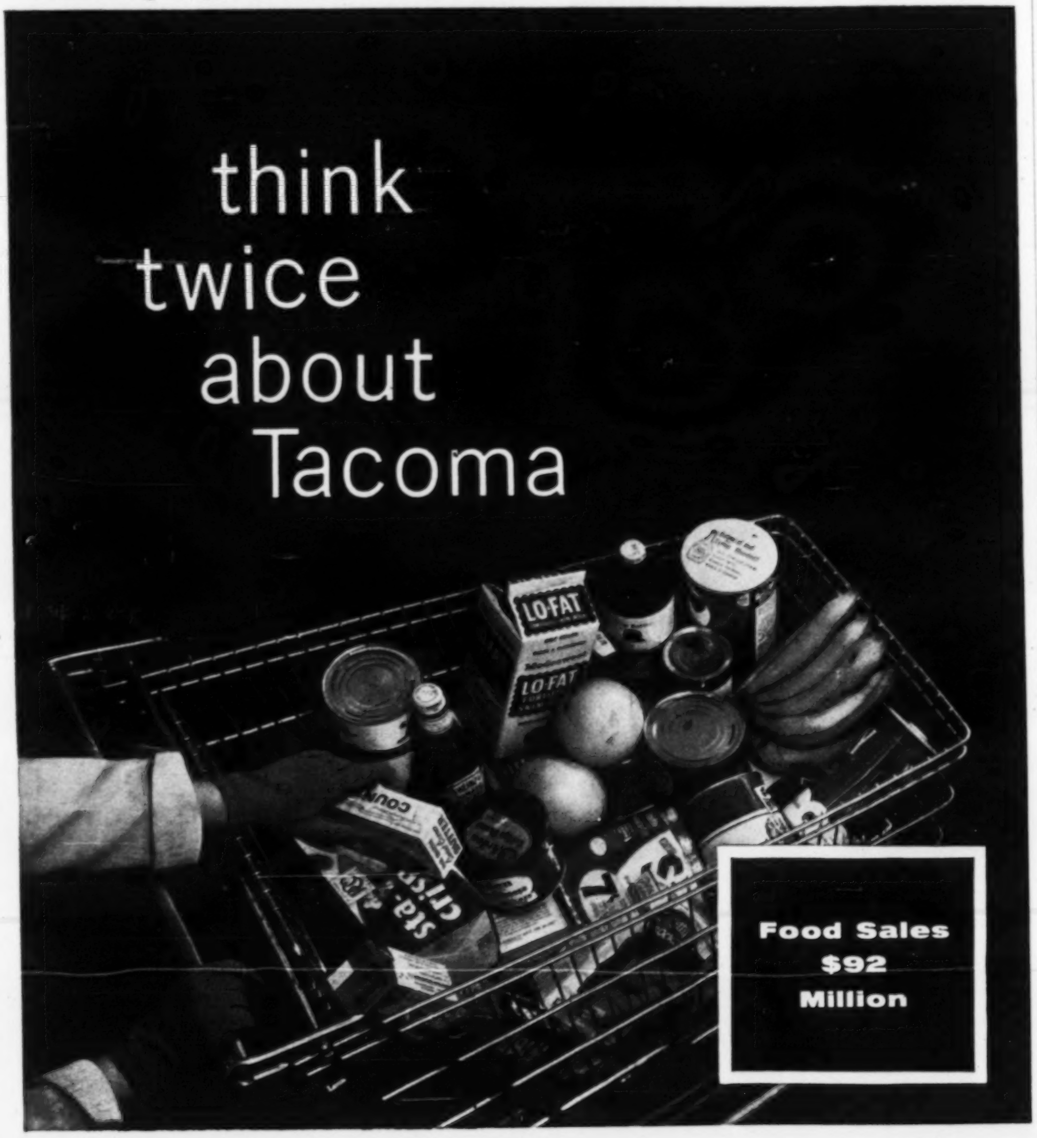
Gould, Gleiss & Benn Boosts 2

Gould, Gleiss & Benn, Los Angeles, market research company, has named Robert L. Biggs president of a new subsidiary, Location Analysts. John Milliken, of the company's Los Angeles sales staff, was appointed vp of the Los Angeles office, succeeding Mr. Biggs.

JWT Promotes Glass

Harry B. Glass has been named director of the market research department of J. Walter Thompson Ltd., Montreal. Mr. Glass was formerly a research analyst in Thompson's New York office.

Planning a promotion in the Pacific Northwest?



SEATTLE
TACOMA

Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*.
Circulation now more than 86,000.
Ask the man from Sawyer-Ferguson-Walker Company.

3,400,000 men and women hold in their hands the future of your business!

Comet
Joy
Cheer
Bufferin
Brillo
bridal

1,700,000 couples will decide in 1961 whether they want to do business with you, or not. They are getting married—are forming their brand preferences for years to come. These important young couples will spend $9 billion in 1961 for what they eat and use—will grow steadily in numbers to become the biggest market for your products—the American Family. Dozens of manufacturers of packaged foods, household and personal products are using the low-cost BRIDAL-PAX program of Controlled Product Sampling to capture this basic market—are making sales gains up to 242%, assuring big profits for years to come.
Find out what BRIDAL-PAX can do for you, too. Call IVanhoe 5-0660, or drop us a note.

BRIDAL-PAX, INC.

Controlled Product Sampling

25 Hempstead Gardens Drive • West Hempstead, N. Y.
Offices in principal cities: United States, Canada and Great Britain

LOOK-SPONSORED STUDIES REVEAL NEW TRENDS IN

The Appliance Market
The Automotive Market

WHICH TYPES OF APPLIANCES ARE SCORING SALES GAINS?
WHICH APPLIANCE OUTLETS ARE GROWING IN IMPORTANCE?
WHICH APPLIANCE BRANDS ARE GAINING SHARE-OF-MARKET?
HOW ARE THE COMPACT CARS SELLING AGAINST THE IMPORTS?
WHAT IS THE LATEST TREND IN CAR FINANCING?
WHICH CARS, TIRES, ACCESSORIES ARE GAINING SHARE-OF-MARKET?

The answers to these and other questions of critical importance to the appliance and automotive industries (bellwethers, both, of the nation's economy) will be found in two major nationwide studies sponsored by LOOK *and now being released to advertisers and their agencies.*

The Appliance Market – The first of these, "The National Study of Major and Small Appliances," was conducted by Audits and Surveys Co., Inc., and based on interviews in 5,292 homes. It provides the most detailed and timely analysis of the appliance market available in one research package–including data on appliance *brands* by ownership and by *recent share* of consumer market.

The study covers kitchen and laundry appliances as well as television sets, air-conditioning units, vacuum cleaners and electric sewing machines. It includes such small appliances as: toasters, clocks, radios, mixers, steam irons, phonographs, automatic coffee makers, shavers, electric fry pans, electric blankets, portable heaters, floor polishers, blenders, can openers.

The study also discloses new data on the characteristics of appliance customers and their buying attitudes and preferences. For example:

1) Virtually two-thirds of all appliance sales are made to families with young children and to families having annual incomes over $5,000.

2) The male head-of-household has an unexpectedly important voice in both the initiation of the idea and the purchase of small appliances–as he has with major appliances.

3) While appliance stores are still the biggest outlet for major-appliance sales, in the judgment of consumers department and furniture stores are showing significant increases in the share of retail sales since 1959.

The Automotive Market – Twenty-fifth in an annual series, "The National Automobile and Tire Survey" was conducted by Alfred Politz Research, Inc. and consisted of 4,453 interviews coast-to-coast. It contains marketing data on passenger cars, trucks, tires, service and repairs, car waxing and polishing, oil and oil additives, oil filters, gasoline brands and credit cards, automobile liability insurance and licensed drivers.

The new car market, like the appliance market, is concentrated among families with incomes over $5,000 a year–with only 17% of all new-car purchases made by families earning less than $5,000. The number of car-owning households is up more than 4 million since 1957, with single-car homes accounting for 71% of this increase. Since 1957, gains in the number of multi-car households have decreased, indicating a declining importance of the two-car household in the new-car market.

Besides making detailed examinations of the car-owning household and the new-car buyer, the study also gives current data on the year of model and age of cars in use, owner-loyalty trends, consumer shopping habits, preferences for optional equipment and methods of payment.

One clear-cut conclusion emerging from both reports: given aggressive advertising and selling, there is a great and growing market for most types of consumer durables, particularly among families earning more than $5,000 a year.

Readily Available To Industry–The information in both the appliance and automotive studies is widely used by these industries as an important supplement to their own research. Presentations of both studies are now being made to appliance and automotive advertisers and their agencies. Contact your LOOK representative for a showing.

Through a continuous program of nationwide market research, LOOK helps to fulfill industries' need for accurate, timely information on which to base marketing decisions. It is an example of LOOK's leadership in action–a leadership that provides both the tools and the sales power for effective, efficient distribution of the products and services of American industry.

LOOK

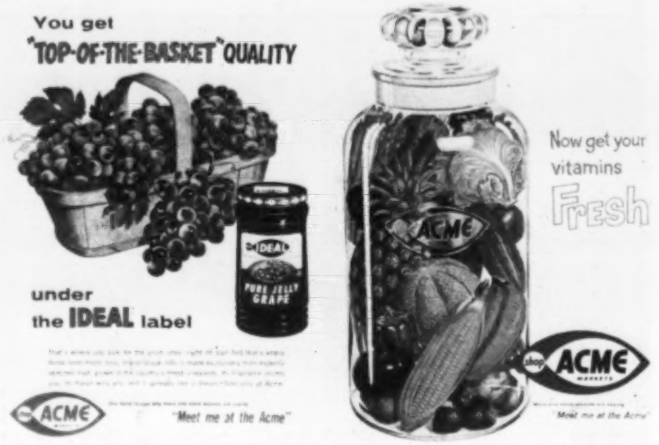
TV Show Added to Acme Supers' Hefty Ad Drive

American Stores Unit Buys 'Beachcomber'; Also Uses Five Other Media

PHILADELPHIA, Aug. 23—American Stores Co. will sponsor a half-hour show, "Beachcomber," on WRCV-TV, beginning Oct. 4, latest addition to an ad schedule for building traffic in its Acme supermarkets. The program now includes tv, radio, magazines, newspapers, station posters and outdoor media.

An important part of the "Meet me at the Acme" drive is the institutional approach, according to Acme's ad director, Jack Barr.

"Our prices . . . are attractive . . . but we feel we also have a compelling story to tell about the many sales features of our company," he said.

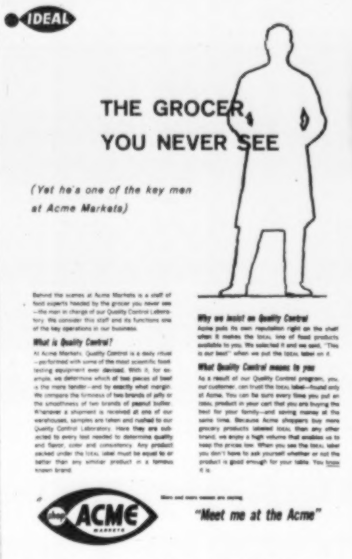


BRAND STRESS—*Artwork is a feature of a current campaign by Acme Markets, as in these two four-color magazine ads for its Ideal brand grape jelly. Gray & Rogers is the agency.*

Acme's current campaign has stepped up radio spot ads; increased commercials on daytime tv; acquired the "Beachcomber" show; started a series of 1,000-line b&w ads to follow up color ads featuring a different food each week; and moved into outdoor advertising on a giant weather board at the Benjamin Franklin bridge.

■ The campaign is centered mainly in Pennsylvania, New Jersey and Delaware. Color ads are appearing in Pennsylvania/New Jersey editions of *The Saturday Evening Post* and *Family Circle*. The radio schedule includes six stations in Philadelphia; five in three other Pennsylvania cities; 10 stations in five New Jersey cities; and two in Wilmington. Six tv stations in Pennsylvania, Baltimore, and Syracuse, N. Y., are being used.

The institutional approach is seen in a recent ad, "The grocer you never see," emphasizing the vital role of Acme's chemical laboratory and testing kitchen. Institutional ads appear periodically in the same media carrying food ads.



IDEAL
THE GROCER, YOU NEVER SEE
(Yet he's one of the key men at Acme Markets)
What is Quality Control?
Why we insist on Quality Control
What Quality Control means to you
shop ACME MARKETS
"Meet me at the Acme"

INVISIBLE MAN—*Acme Markets' insistence on quality control is the feature of this institutional type ad that is part of the supermarket chain's current campaign.*

Another important part of the campaign, through Gray & Rogers, is the use of exceptional food art, featured in full color in magazines, and in b&w in newspapers. #

H.J. Heinz, R.T. French Independently Set Food Store Tie-ins

CHICAGO, Aug. 22—If you have the price of three cans of soup and some Chili-O seasoning, you can get the rest of your dinner (beans and crackers) free.

In separate promotions, H. J. Heinz Co., Pittsburgh, and R. T. French Co., Rochester, N. Y., will offer to pony up the price of the companion products this fall.

- "We'll buy the beans—you buy the Chili-O" promotion will be featured in recipe tear-off pads, shelf displays, pole pieces, window banners and other in-store material by French.
- "You buy the soup—Heinz buys the crackers" will be promoted via 1,000-line two-color ads and 800-line b&w ads in 342 dailies, plus ads on eight NBC-TV daytime shows and in-store mass displays and other point of purchase material.

French will give a 25¢ refund for the purchase of a can of beans with Chili-O.

Heinz offers a cash refund up to 30¢ on the purchase of a 1 lb. box of crackers with three labels from Heinz No. 1 condensed soup.

J. Walter Thompson Co., New York, is the agency for French. Maxon Inc, Detroit, is the agency for Heinz. #

'Show' Names Richards; Select Magazines to Handle

Jules Richards, previously with *Today's Living*, Sunday roto magazine of the *New York Herald Tribune*, has been appointed an associate advertising manager of *Show*, New York, new magazine which will bow with an October issue. Mr. Richards will concentrate on fashions and home furnishings.

Show will be distributed at retail by Select Magazines. The publication will reach newsstands on Sept. 12. Participating partners of Select Magazines are McCall Corp.; Meredith Publishing; *Reader's Digest*, Popular Science Publishing and Time Inc.

Pelton's, Jarman Split

Pelton's Spudnuts, Salt Lake City, and Jarman & Skaggs Advertising Agency, Salt Lake City, have split after a 14-year affiliation. A new agency has not yet been named.

THE SUCCESS MAKERS

What can THE SUCCESS MAKERS sell for you? These core retailers in the appliance-radio-tv-housewares field are skillfully merchandising an eye-opening range of consumer hard goods. Electric razors and cookware. Barbecue units and power mowers. You get your profit story to The Success Makers best through EM Week—read every Monday by 30,000 retailers and the 6,000 distributors who supply them—for basic business information.

ELECTRICAL MERCHANDISING WEEK
A McGraw-Hill Publication ABC-ABP • 330 West 42nd Street, New York 36

BOUGHT AND READ BY MORE APPLIANCE-RADIO-TV-HOUSEWARES DEALERS THAN ANY OTHER TRADE PUBLICATION

Have you seen what we're doing at the Journal?

Today's most exciting women's magazine—to women

LADIES' HOME
SEPTEMBER 1961
JOURNAL
GA NE WOMEN BELIEVE N
CLARK GABLE
DO ALL MEN W
TO BE MARRIED?
WHAT'S HAPPENED
TO OLD-FASHIONED MORALS?
PANEL DISCUSSION
WITH ADLAI STEVENSON
12 PAGES OF
PROPHETIC FASHIONS
JOSIANA CONDENSED COMPLETE NOVELLA
COOKY-JAR COOKIES
DIET OR DIE—
I LOST 175 POUNDS

'Learn in 10 Days' . . .

BBDO's First Ad for Corona Took 17 Days to Make

NEW YORK, Aug. 22—Smith-Corona Marchant has a new campaign going with the theme, "Listen and learn touch typing in just ten days."

A secondary theme might be, "Listen and learn how to create a campaign in just 17 days"—for only 17 days after Batten, Barton, Durstine & Osborn had been appointed to the account, the campaign was created, okayed and running.

The speedy time schedule ran like this: On Monday, July 13, Smith-Corona told BBDO it had won the account. It also warned that the first task would be to create a campaign for the company's portable typewriters—a back-to-school campaign which would have to start pronto to catch its customers.

▪ Two days later, BBDO was at the client presenting a media plan, upon which the client bestowed a prompt okay.

Within 24 hours, the agency was back with storyboards for two one-minute commercials, plus roughs of a page ad in *Life* and two newspaper ads. Again, approval was immediate.

Production was on a special-rush basis, too. Copy for the *Life* ad was set Aug. 4; art and mechanicals were done Aug. 7; the finished plate was delivered to *Life* Aug. 8—and the ad was in the Aug. 18 *Life*, on the newsstands Aug. 16!

The commercials had a tight schedule too: They were taped Aug. 14, and on the "Today" show (NCB-TV) aired Aug. 16.

LISTEN & LEARN TOUCH TYPING IN JUST TEN DAYS!
SMITH-CORONA

TEN-DAY COURSE—*This b&w page in the Aug. 18 Life introduces Smith-Corona's new premium—a ten-day typing course on records—offered for $3.95 to purchasers of its portable typewriters.*

The agency, while acknowledging that such speed is "quite unusual," points out, "It only goes to show what can happen when a cooperative client and agency work together with great teamwork."

The main thing that made such brisk service possible, the agency stressed, was a client who corrected and okayed plans with alacrity.

▪ As for the campaign itself, it is based on a "Ten-Day Touch Typing Course" produced by Smith-Corona's education department. The course consists of five 7" long-playing records, offered as a $3.95 premium to purchasers of a Smith-Corona portable. The records and instruction book are bound in a four-color, padded-cloth cover. The photograph on the front cover was picked up by the agency and used to illustrate the *Life* ad and one newspaper ad.

The company says the push is its "most ambitious ever" back-to-school campaign. The complete media list: A page in the Aug. 18 *Life*; half pages in newspapers in 50 cities Aug. 25 and Sept. 8, featuring dealer listings; plus one-minute commercials on four NBC-TV shows ("Today," "National Velvet," "Laramie," "Wells Fargo") and two ABC-TV shows ("American Bandstand" and "Walt Disney Presents"). The commercials are running from Aug. 12 through Sept. 8.

For dealers, the company is providing newspaper ad mats and a counter stand displaying the course. #

Japanese Net Signs With International Broadcasting System

NEW YORK, Aug 22—International Broadcasting System, a private company formed here earlier this year to provide an international exchange of broadcast material, has established the first link in its proposed global chain of radio and television networks..

The link is Japan International Broadcasting System, which has been organized in Japan as an affiliate of the New York company. Heading up the Japanese company is Saburo Matsukata, chairman of Kyoto Film International, operator of the largest group of radio and tv stations in Japan.

IBS plans to set similar affiliations in other parts of the world. Its aim is to serve as central clearing house for public service-type programs. Advertisers will be able to use these facilities for institutional messages. IBS will work with both commercial and non-commercial stations in both radio and tv.

▪ "Each affiliate," IBS pointed out, "will serve as a means of communication and marketing for every other affiliate, and all programming will be in the language and cultural idiom of the receiving countries. Programs will not be canned exports that have little or no interest for the local audiences, but will be produced in strict accordance with the needs of the receiving stations, not only in the local language but in regional dialects where necessary."

IBS said its system will enable advertisers with institutional messages to reach markets where no commercial broadcasting is permitted.#

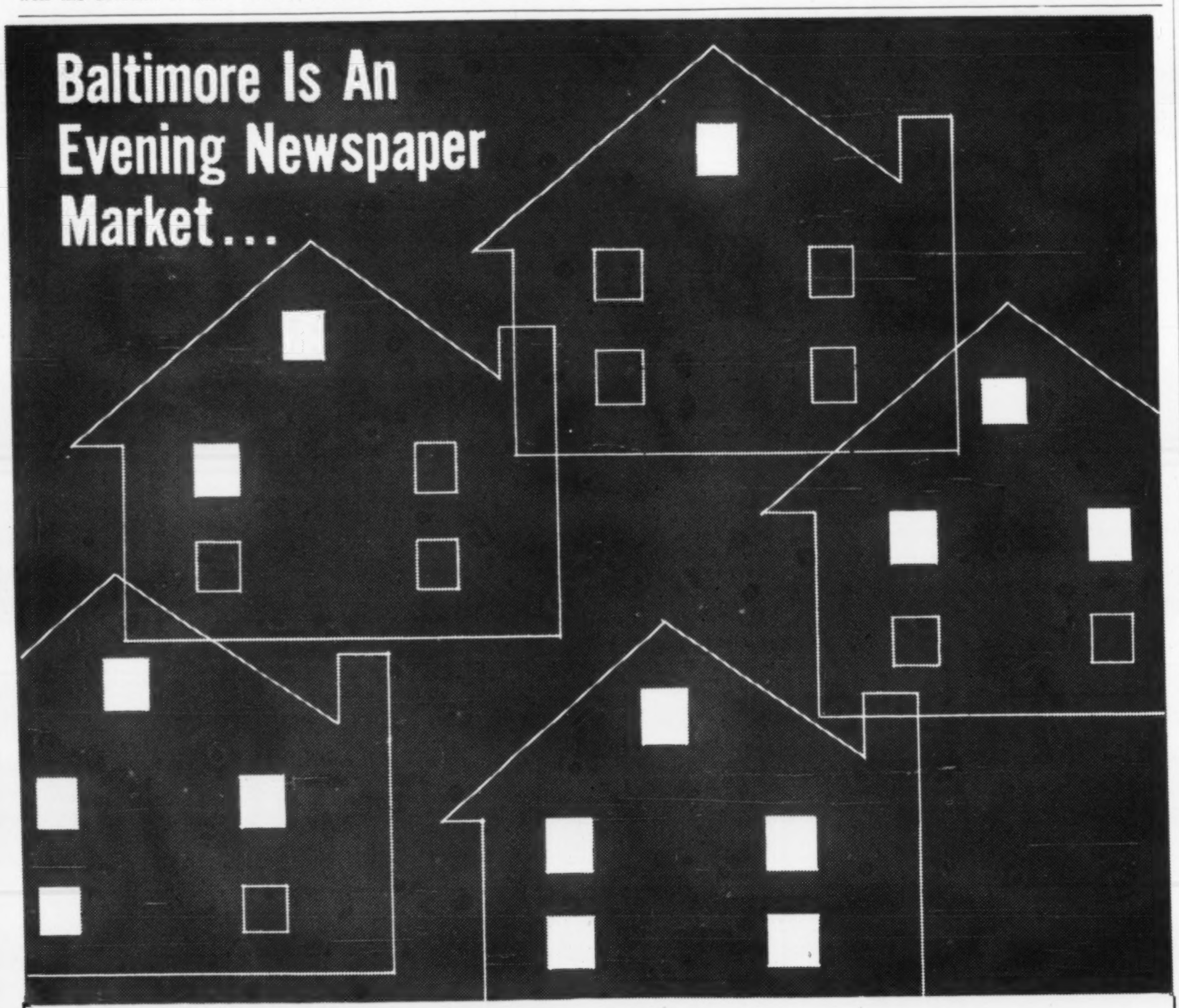
Chilton Names Three Region Managers for New Publication

Chilton Publishing Co., Philadelphia, has named three regional managers to represent exclusively its new publication—*Iron Age Metalworking International*. The managers and their locations are Richard M. Gibson, New York; Wayne Pankow, Chicago; and William J. Devlin, Cleveland. Although the new publication will not appear on a monthly basis until January, 1962, a prototype issue will be distributed Sept. 1.

Chilton also has named Paul E. Warner, formerly sales manager of *Mill & Factory*, to *Iron Age*'s Cleveland staff as regional business manager, and Richard J. Kervick, previously with Chilton in San Francisco, to *Iron Age* in Chicago as regional business manager.

Mr. Boston Gets New Look

Mr. Boston's Pinch 'A' blend whisky in a new, redesigned package, will make its national debut this fall. Special glass moulds have been developed for the new quart and fifth pinch bottles, and the center of the bottles has an oval indentation to which new oval-shaped foil labels, printed in four colors (gold, black, orange and white) are applied. The center of the labels features a b&w illustration of Old Mr. Boston.



Baltimore Is An Evening Newspaper Market...

and the Evening News-Post Reaches More Large Households than any other Baltimore Daily Newspaper

According to a recent Study by Daniel Starch & Staff, of Household Coverage (3 or More Person Household) in the Baltimore Standard Metropolitan Area, The News-Post rates highest with a 44.1%. The Second Newspaper gives only 39.0% coverage . . . while the Third Newspaper offers just 28.8%. The Second and Third Newspapers COMBINED give only 49.5% coverage. The Baltimore News-Post is Maryland's Largest Daily Newspaper. For the latest FACTS on Baltimore Daily Newspaper Coverage—ask the H.A.S. Man.

The Baltimore News-Post
Maryland's Largest Daily Newspaper

Represented Nationally by HEARST ADVERTISING SERVICE INC. • Offices in 15 Principal Cities

Who says television is better than radio?

THE SIMPLE FACT IS: To sell people, you've got to reach them.

Another simple fact is:

Neither television, nor any other medium in or miles around Fort Wayne, comes close to delivering as many families as WOWO does: day-in, day-out, quarter-hour by quarter-hour, 6 a.m. to midnight, Monday through Friday.

WOWO *outreaches* the best Fort Wayne TV by 170,000 families!*

WOWO *outdelivers* the best Fort Wayne TV by 13,100 families per average quarter-hour, 9 a.m. to midnight, M-F.**

And does so at much lower costs.

Moreover, WOWO delivers audiences twice as big as all other Fort Wayne radio stations *combined* (in their most intensive listening area); and WOWO's audiences are virtually as big as *all 67 other radio stations* heard in WOWO's core 27-county listening area—today's 15th largest US radio market.*

No wonder WOWO is one radio station it makes sense to include on *your TV lists!*

★ ★ ★ ★ ★ ★

WOWO IS THE HIGHEST-RATED STATION IN NATION'S 20 TOP MARKETS. The highest-rated radio station in any of the top US Metropolitan Markets delivers only a 7.0 to 7.2 average quarter-hour rating. In 75% of these markets, the *highest*-rated station delivers less than a 5.0.

Yet WOWO delivers an 8.9 average quarter-hour rating throughout the 27-counties measured.

That's what makes WOWO such a unique radio buy.

IN THE 27 COUNTIES THAT ARE THE 15th U.S. RADIO MARKET

DAILY UNDUPLICATED			AVERAGE ¼ HR.	
HOMES	CUME		RATING	HOMES
TOTAL DAY 6 A.M. - 12 MIDNIGHT, M-F				
190,210	**51.8**	**WOWO**	**8.9**	**32,680**
19,829	5.4	FT. WAYNE A	.7	2,570
23,868	6.5	FT. WAYNE B	.9	3,300
24,602	6.7	FT. WAYNE C	.8	2,940
11,016	3.0	CHICAGO D	.7	2,570
23,134	6.3	DETROIT E	.6	2,200
28,274	7.7	CINCINNATI F	.9	3,300

WHY WOWO IS SO GREAT. Everything about WOWO reveals it's one of the nation's *great* stations, not merely a *good* one.

The reasons for this aren't hard to find. WOWO knows its territory and serves it superbly: with the right sound, the right personalities, the news in *depth*, and a unique, continuous involvement in the major concerns of the many communities it serves.

WOWO is a Westinghouse Broadcasting Company station. This makes WOWO much more than a Voice in its area. Through community involvement and public service, WOWO is a VIC—a "Very Important Citizen"—of its area, too.

We'll be happy to send you a detailed (yet very easy-to-read) research analysis of WOWO's unmatched audience leadership. Write us directly for your copy.

---

*Only Ultra High Frequency (UHF) television is transmitted in this area, so the strongest Fort Wayne TV station's primary coverage area is limited to 19 counties, with 197,000 TV homes.

WOWO's 50,000-watts deliver measured intensive listening (see footnote below) throughout 27 counties with 367,000 radio homes; making WOWO-land the 15th US radio market today.

**Pulse Reports show WOWO delivers an 8.9 average quarter-hour rating, 6 a.m. to midnight, M-F, throughout its 27-county core area: 32,860 listening homes per quarter-hour; with a daily cume of 51.8% or 190,210 homes!

ARB reports show the top Fort Wayne TV stations reach only an average of 19,500 homes per quarter-hour, 9 a.m. to midnight, M-F.

It's not out here...
in the 15th US radio market!

WOWO

50,000 WATTS DELIVERING 367,000 HOMES
IN 27 COUNTIES FROM FORT WAYNE, IND.
WESTINGHOUSE BROADCASTING COMPANY,
INC. REPRESENTED BY AM RADIO SALES

N. Y. Stock Exchange Allots $283,000 for Campaign in Women's Magazines

NEW YORK, Aug. 22—The little woman is getting to be the big gun in the world of stocks and bonds.

That was the calculation today as the New York Stock Exchange ticked off the second half of its 1961 educational advertising campaign. Included was an extra appropriation of $283,000. Its sole objective: Woo the female investor via a series of full-page b&w ads in *Ladies' Home Journal*, *Good Housekeeping*, *McCall's* and *Better Homes & Gardens*.

The outlay jacked up the exchange's 1961 budget tally to $1,283,000, a little less than the $1,393,000 spent last year. (In recent years the exchange's board of 33 governors has made it a practice to commit about $1,000,000 in November for the following year. Roughly half has been used in the first six months, with a mid-year review right afterward. This year it prompted the extra tab for women's magazines.)

■ The budget boost by the exchange means recognition of the growing role of the woman investor. In 1952, women represented 49.8% of all adult share owners. By 1959, the year of the last survey by the exchange (the next one is due in 1962), they amounted to 52.5% of the total. And the exchange feels "there is every reason to believe the percentage is on its way up."

There are some other fattening statistics. The number of shareholders—men and women—has increased from 12,490,000 in 1959 to an estimated 15,000,000 in 1961. Exchange research also reported that about 35,000,000 people are hankering to invest, of whom 13,000,000 are "on the threshold." Anywhere from 1,000,000 to 2,000,000 of each year's investors are novices, it said.

These revelations have been reinforced by Compton Advertising, the exchange's agency, which has done some sleuthing of its own. According to Merlin Carlock, vp and account supervisor, women tend to regard a stock purchase as "a family affair." He based his findings on a six-market study (Detroit was the largest; Spring Valley, N. Y., the smallest) conducted in January and February of this year.

■ He said stocks and bonds are part of the "sizable amounts which husband and wife decide upon jointly."

Also—and this helped spirit the exchange's ad drive—women are "less diffident and more assured" than men when it comes to dealing with brokers. Male investors, it was learned, are "reluctant to go to brokers because they don't know what to say."

As a result, some men "felt like damned fools" because of their ignorance, while women "were not the least bit afraid." Accordingly, the Compton shop and the exchange thought it would be wise to

(Continued on Page 196)

Ideas for women investors

How smart women buy stocks & bonds

Members New York Stock Exchange

STOCKS & BLONDES—*The New York Stock Exchange is out to woo lady investors with b&w pages like this one, set for the October McCall's.*

Columbia Pictures Sets $1,500,000 Push for Sinatra-Tracy Film

NEW YORK, Aug. 24—Columbia Pictures Corp. will spend more than $1,500,000 to build a strong box office for "The Devil at 4 O'Clock," with Frank Sinatra and Spencer Tracy. Much of the budget will be placed locally on a co-op basis through theaters in newspapers, radio and tv.

A major departure in the national campaign calls for a four week sponsorship of the "Evening Report" on ABC-TV. This schedule will start Sept. 25. Columbia will carry the 15-minute 6 p.m. newscast on a co-sponsorship basis with E. R. Squibb & Sons. All the commercials will be devoted to the Tracy-Sinatra color movie, which will premiere throughout the country in mid-October.

■ "The Devil at 4 O'Clock" also will be ballyhooed with ads in *Jet*, *Life*, *Look*, *Seventeen* and a group of movie fan magazines.

Donahue & Coe is the agency. #

Lanolin Plus Sets TV-Magazine Ads for Color Plus Lipstick

NEWARK, N.J., Aug. 24—After a quiet, unadvertised test in stores and beauty salons, Lanolin Plus will introduce its new Color Plus lipstick—a companion to Color Plus nail enamel—with a national splash, starting in October.

According to Joseph Chira, advertising director, the one-two punch for the new product will be comprised of tv, spot and network, mixed with magazines. Minute announcements will be carried on NBC-TV's "Saturday Night at the Movies" series and in about 110 to 140 markets on a spot basis.

The magazine list for the campaign, which is being handled by Daniel & Charles, includes *Glamour*, *Harper's Bazaar*, and *Vogue*. Subway posters will be used in New York and co-op newspaper ads throughout the country. #

Sanders Names Roy Newman

Roy Newman, formerly Dallas representative of KFJZ, Fort Worth tv station, has been appointed to head the new business department of Sanders Advertising Agency, Dallas.

Tatham-Laird Names Brown

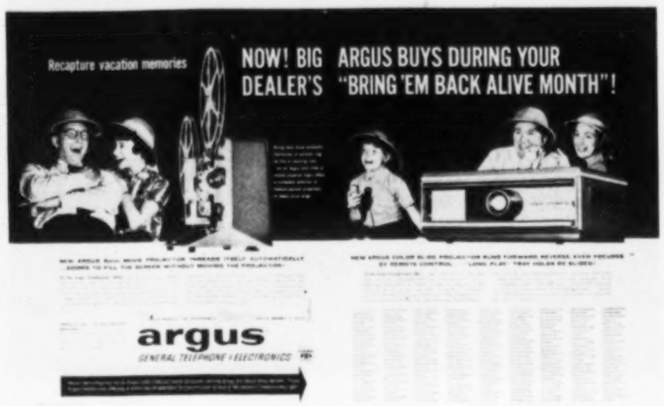
F. J. Brown, formerly Chicago and Minneapolis representative of *Sunday*, published by Metropolitan Sunday Newspapers, New York, has been appointed an account executive of Tatham-Laird, Chicago.

Meadowcraft Joins WPON

Gar Meadowcraft has joined WPON, Pontiac, Mich., owned by Chief Pontiac Broadcasting Co., as general manager. Mr. Meadowcraft was formerly manager of WHFI-FM, Birmingham, Mich.

Sigman Meat Names Rippey

Sigman Meat Co., Denver, has appointed Rippey, Henderson, Bucknum & Co., Denver, to handle its advertising.


Recapture vacation memories
NOW! BIG DEALER'S
ARGUS BUYS DURING YOUR "BRING 'EM BACK ALIVE MONTH"!
argus
GENERAL TELEPHONE & ELECTRONICS

BRING 'EM BACK ALIVE—*Argus Cameras has this promotional safari going into the Sept. 22 issue of Life on behalf of its new projectors —which "recapture vacation memories." Kudner Agency is handling the campaign.*

Nine Argus Execs Offered to Dealers in Display Contest

NEW YORK, Aug. 22—Argus Cameras will offer nine of its top executives—including its president —in the flesh for 24 hours as prizes in the dealer display end of a "Bring 'em back alive" promotion to consumers.

The month-long drive, via Kudner Agency, begins unwinding Sept. 22 with a b&w spread in *Life*. Regional editions will be used to permit a total of about 1,500 Argus dealer listings. The Frank Buck-style punch line will suggest "recapturing vacation memories" with an Argus Electromatic 560 slide projector and an Argus Showmaster 500 AZ 8mm movie projector. For good measure, the moms, dads and a wee one in the ads will be outfitted with pith helmets.

Each of the nine Argus dealers doing the best job of tying in, via displays, with the *Life* blast will get the services of an Argus executive for a day. The dealer also will get a free ride in his local newspaper on the appearance of Argus brass at his store, to conduct demonstrations, pass out Argus-supplied door prizes—and sell equipment.

■ Argus is prodding the promotion with b&w pages in *Photo Dealer*, *Photo Trade News* and *Photo Weekly*. All a dealer has to do to be eligible is to send proof of his promotion efforts to the marketing department of Argus, 405 Fourth St., Ann Arbor, Mich., before Oct. 31.

The nine execs on the block are: J. J. Riggs, president; Herbert Hall, vp-merchandising and advertising; E. T. Southard, vp-field sales; K. D. True, vp-special accounts; R. T. Kreiman, vp-audio visual; T. L. Saffen, advertising manager; Patrick Ross, marketing product manager; Roy Carpenter, sales promotion manager; and Robert Lewis, sales manager-national accounts.

Argus is a marketing subsidiary of Sylvania Electric Products, which is a subsidiary of General Telephone & Electronics. #

Rival Offers Can of Dog Food with Proof of Purchase, Coupon

CHICAGO, Aug. 24—Rival Packing Co. is offering a free can of its new-formula Rival dog food with the purchase of two cans in a newspaper coupon promotion.

Couponed ads, starting today, will run in 41 markets. Two-color ads will be used, plus four-color ads in Sunday supplements. In-store material will also promote the offer.

Needham, Louis & Brorby is the agency. #

Print Campaign to Push Zenith Color TV Sets

CHICAGO, Aug. 23—Zenith Radio Corp. will promote its radios, television sets and phonographs with its "biggest ever" advertising drive this fall.

Leonard C. Truesdell, president of Zenith Sales Corp., said today the company has scheduled the largest fall advertising drive in its history, with the bulk of the money going into newspapers and consumer magazines. Zenith will spend about 18% to 20% more on advertising than it did last fall, he said.

Zenith is showing its new line of ten color tv receivers to its distributors and the press this week, but Mr. Truesdell said no advertising will be done on color tv this fall.

"We're just getting started," he said, "and distributors have bought up all our early production. It's not good business to create a demand you can't satisfy."

Mr. Truesdell said, however, that by November the company will be producing color tv receivers at the rate of 100,000 a year—a rate, he pointed out, which is comparable to RCA's 1960 color tv sales pace.

■ The company is expected to hold off promotion on color tv until 1962. Hugh Robertson, Zenith chairman, said the company hopes to sell 100,000 color sets next year.

Also introduced to Zenith distributors this week was a new line of fm stereo instruments for receiving the recently authorized multiplex broadcasts. Included in the new line is a Zenith multiplexer fm receiver that eliminates the need for an adapter to convert present fm sets to [illegible]o. The receiver, an fm set in itself, has the ability to pick up the sub-carrier portion of a stereo fm broadcast. When operated with a regular fm set, a stereo effect is obtained.

The Zenith color tv sets, ranging in price from $695 to $1,050, are expected to be in dealer showrooms by mid-September. The sets incorporate RCA's color picture tube (as do most color tv sets), but feature several innovations which the company says give better reception and easier operation.

RCA 'COLOR NIGHTS' TO PUSH COLOR SETS

NEW YORK, Aug. 24—RCA Victor's fall color tv sales promotion plans will center around "Demonstrations Unlimited" with three "Color Nights" scheduled for special emphasis.

The three nights are Oct. 4, Nov. 1, and Dec. 6, when dealers will take advantage of heavy network color programming schedules to plan in-store demonstrations.

■ The company is also promoting the Walt Disney "Wonderful World of Color" NBC-TV show, scheduled to begin Sept. 24. A color spread on the show will run in the September issue of *Reader's Digest*, with reprints to be distributed through RCA dealers.

ADMIRAL, ZENITH SETTLE 2 PATENT SUITS

CHICAGO, Aug. 22—Admiral Corp. and Zenith Radio Corp. have settled some of their remaining patent differences out of court. A U.S. district court in Oklahoma City last year held that Admiral had infringed on six Zenith patents, and found that Zenith had not infringed on an Admiral record player patent (AA, Sept. 5, '60).

According to the agreement, Zenith will license Admiral under its tv patents, and Admiral will license Zenith under its phonograph patents. Details of the financial settlement for back damages and future royalties were not made public.

■ Still pending in the U. S. court of appeals is Admiral's appeal from the ruling that it infringed on Zenith's patents relating to wireless remote control for tv sets. #

Publicker Pushes White Label, Old Hickory on Air

(Continued from Page 3)

such advertising illegal.

■ Consideration of the broadcast media by Publicker is not new.

"We had given every medium available consideration many times," Mr. Schwed told ADVERTISING AGE.

The reason for giving the agencies a go ahead, he stated, was because Continental and Old Hickory had specific stories to tell and everyone felt they could be told best orally rather than in print. All radio spots are 30 seconds.

Publicker has not actually gone out to seek stations which will accept liquor spots, Mr. Schwed said.

He said the company had been getting offers almost daily in recent months from stations. They have not been pressured either by the National Assn. of Broadcasters nor by the Distilled Spirits Institute (to which they do not belong).

"We are concerned not with the station's problems of code or not," he added. "We are concerned with what is available and whether they fit into our needs."

■ Mr. Schwed would not comment when he was told by AA that two senators threatened to introduce legislation to halt such advertising. Publicker has no plans to change its approach to the broadcast outlets except to increase the number of stations as they become available.

For both brands, the company is using an average of about 15 spots per week per station. This may be increased next month if sales results warrant. The tv approach for Old Hickory is similar to the Old Hickory four-color ads appearing in magazines and in newspapers. The ads show a bottle and decanter against an attractive background with well-dressed men and women relaxed while chatting. In their hands are glasses of Old Hickory bourbon.

■ Publicker is not taking funds from newspapers or magazine budgets for radio and tv. This is new money being allocated as needed, Mr. Schwed said, but at present it comprises only a very small percentage of the company's over-all ad budget. #

analog
analog
analog

...engineers read about it first, in Electronic News

Quick, reliable diagnosis is the great new hope on the medical horizon—a new job for an engineer's old friend, the analog computer.

Here is the way this futuristic service will work: using a large computer, medical centers will compile disease symptoms in the form of spectra, then record them on photographic film.

The doctor, your doctor or mine, simply feeds a master film into his office analog computer, then matches up the symptoms of his patients. In a matter of seconds, he has a "picture" that is clearer than any X-ray.

The estimated cost of the analog computer to the doctor is $50.00.

This electronic work-in-progress is of great interest to engineers—both in concept and in technology. For engineers have a bug about keeping up with new components, new developments . . . new ideas. And they do—by reading all the news about electronics first in Electronic News.

THE BIG DIFFERENCE IS NEWS

Electronic News
THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION
TEN CENTS
NEW YORK 3, N.Y.
Military Spec Setup
Hear Military
to Contractors

Bill Boosting FTC Power Bogs Down in House

(Continued from Page 2)

the group said.

"Preliminary cease and desist orders in such cases could affect company's sales for many years, and perhaps deal it a permanent competitive injury," the bar group commented. "Yet, should the preliminary order subsequently prove to be unjustified, the company is left without a remedy. It would not even have had the benefit of a bond to idemnify it against its losses."

▪ As an illustration of the risks for advertisers, the bar group pointed to the use of props in tv commercials, because of studio conditions. "Here, especially," it said, "there is room for honest differences of opinion as to whether the law has been violated.

"At the same time, television advertising represents an enormous investment in time, effort and money. The timing can be vitally important, as well as the coordination with other promotional activities. There is no protection for a respondent, however, whose sales momentum and efforts have been permanently injured by the infelicitous granting of a temporary order in this kind of case."

▪ Advertising Federation of America stressed its belief that the plan involves a violation of the concept that no citizen should be deprived of liberty or property without due process of law.

While the procedure is supposed to protect the public by preventing a respondent from continuing a questionable procedure during long years of litigation, AFA pointed out that the use of temporary cease and desist orders issued on the commission's initiative, would turn the problem around and put the respondent at the mercy of the commission.

"A frustrated, overworked commission could decide that to end all of its troubles, it would insert a cease and desist order into every complaint as a matter of course. Since the FTC largely controls its own calendars, all the commission would have to do then would be to sit back and let all the respondents named in the complaints die on the vine. There would be no need for pressing for a final injunction, since the temporary injunction could accomplish everything the final injunction might accomplish," AFA told the committee.

▪ The bar group pointed out that in drug, food and cosmetic ad cases, where there is danger to public health, existing law already allows FTC to go into federal court for a temporary restraining order. The bar group said this has been a successful procedure, and that if additional injunctive legislation is needed, FTC should make suggestions along this same line, using a court order.

AFA expressed doubt that any new laws are needed now. FTC has had inadequate budgets and manpower in the past, it said. Now, it said, budgets have been increased, and the new chairman has expressed intentions "of using tools which have, in the past, stood in the toolshed."

▪ The congressional witnesses who testified throughout this week's two-day hearing talked exclusively about the urgency of the new legislation as a safeguard against the destructive impact of price wars. None mentioned advertising.

Rep. Steed said small companies are destroyed while FTC holds lengthy hearings in price discrimination cases. "Unless new procedures are developed to get faster action," he argued, there is no hope for the victims of the price wars.

Under the proposal for temporary cease and desist orders, FTC could serve notice of intent to issue the temporary order any time after the complaint. The respondent would have a hearing before the commission before the temporary order was issued, and he would have an opportunity to appeal to the district court of appeals.

▪ National Assn. of Food Chains filed opposition to both proposed FTC procedures. It focused on H.R. 127, which seeks to prevent chains from selling at substantially lower prices in some markets than in others. Among the anti-competitive effects of H.R. 127, it said, would be interference with test campaigns for new products, since they are often offered at various prices in order to measure consumer reaction.

"To load the American consumer with hundreds of millions of dollars of higher food costs in order to insulate the inefficient from the rigors of competition could hardly be considered in the public interest," the association added.

▪ Meanwhile, another FTC bill, H.R. 6471, giving the commission new mandates over advertising of prescription drugs, remained bogged in a House interstate commerce subcommittee on health and safety.

A statement opposing the bill was filed by the American Medical Assn., which strongly questioned the need to include information about the effects in drug ads addressed to doctors. AMA said ads are merely reminders, and that it is improper to assume that the purpose of drug advertising is to educate the physician in the use of the drug.

American Pharmaceutical Assn.'s request to testify on the bill still awaited action by the subcommittee.

SEILER DECRIES MOVE TO INCREASE FTC POWER

MILWAUKEE, Aug. 23—Bills under consideration which would expand the scope of the Federal Trade Commission would give the FTC "more dangerous powers," in the opinion of Walter Seiler, president of Cramer-Krasselt Co.

The bills "would permit the commission to impose its own temporary cease and desist orders with no judicial protection whatsoever afforded to the advertiser," said Mr. Seiler in a letter sent to all members of the House committee on interstate and foreign commerce, which had the bills under consideration.

"At a time when our country is threatened by the spread of Russian dictatorship, let's not advance in our government the very dictatorial practices which we decry in the Russian system," he said. #

Southern Farms Sets Push

October is being promoted as Country Ham Month by Southern Farms, Walkersville, Md., marketer of food products under the Aunt Lucy label. The company is concentrating its advertising in the *Wall Street Journal* for its consumer mail order advertising. William E. Sheppard Agency, Plymouth Meeting, Pa., is the agency.

Faleide Adds One

National Car Rental System Inc., St. Louis, has appointed Faleide Advertising, Chicago, to handle local advertising for its Chicago franchise. The Chicago operation had no previous agency.

DOUBLE DUTY AD—*Created as a direct mail piece by Dixie Cup, this insert appears in the August Beer Distributor.*

Dixie Cup Converts Mailing into Insert in 'Beer Distributor'

EASTON, PA., Aug. 24—The Dixie Cup division of American Can Co., which usually turns to direct mail to reach a small number of top buyers for its products, had second thoughts in promoting its Brewmaster cup, specially designed for serving beer.

After having developed a four-color, three-fold brochure for mailing, the company decided its promotion might get better results this time in a trade publication. So it used the mailing piece as an insert in the August issue of *Beer Distributor*. The rate for distributing the piece via the publication will be about double what the company would have to spend in distributing it by mail.

In addition, the company will mail the promotion piece to major brewers and distributors. The ad insert will be keyed; the mailing piece will not.

The Dixie Cup insert is a first for *Beer Distributor*. It is the first drop-down insert, creating the equivalent of more than four full pages, carried by the publication. #

Martinson Coffee Sets New Push in Newspapers, TV

NEW YORK, Aug. 25—Martinson's coffee has taken the "'S" off its name and set another curvy type—an attractive coffee-loving brunette—into its fall campaign via Grey Advertising Agency, which got the $500,000-plus account last May.

Starting on Labor Day, Martinson (sans apostrophe and s) will run full-page and 1,800-line ads that show a close-up of a pretty girl with this headline just below: "You'd never know it to look at her." Copy starts: "Kind. Tender. Loving. But inside she's a tigress capable of tearing instant coffee to shreds with a glance." The idea is that the gal really knows her java.

Newspapers on the schedule, which runs through December, include five New York dailies—the *Journal-American*, *News*, *Times*, *Post* and *World-Telegram & Sun*—the *Newark News*, *Newsday* and a group owned by Westchester Publishers.

▪ Minute and 20-second tv spots will be aired over WABC-TV, WCBS-TV, WNEW-TV, and WOR-TV. The same female will appear in the tv ads. Copy says, "She's one of a handful of coffee-knowing people. She's ours. She's Martinson's." As with print, the tv end will push Martinson grinds in red and blue tins, which have been redesigned along with the company's shipping carton—now suggested as a point of sale piece. #

'Free Press,' Hit in 'Miami Herald' Strike, Resumes

MIAMI, Aug. 24—Despite a strike by pressmen and an illegal stoppage by mailers, the *Miami Herald* has had no interruptions in its publication of 12 daily editions since its strike began Aug. 1.

Union pressmen who stayed on the job, supervisory personnel at the *Herald* and others mechanically inclined have been manning the presses. There has been no cancelation on number of pages or ads, and no color has been canceled.

▪ Meanwhile, the *Detroit Free Press* resumed publication tonight after Federal Judge Theodore Levin issued a temporary restraining order ending a five-day pressmen's strike. A hearing on a permanent injunction is scheduled for Aug. 29.

The *Free Press* was 45 minutes late with its first edition tonight, but the remaining Friday a.m. editions followed on schedule. The 88-page issue, according to general manager Henry Weidler, was well above the 48-56 page Friday average for this time of year.

Mr. Weidler said the *Free Press* lost an average of $80,000 a day in advertising revenue during the five-day strike.

▪ The strike began Aug. 19 when *Free Press* pressmen refused to cross a token picket line of pressmen from the *Miami Herald*, a sister publication in the Knight chain. The *Herald* was struck Aug. 1 but lost no publication time because replacement pressmen were hired immediately.

The *Free Press* filed charges of unfair labor practice with the National Labor Relations Board on Aug. 21, claiming the picket line in Detroit was a secondary boycott. Miami picket lines also were set up at the *Akron Beacon Journal*, another Knight newspaper, but publication in Akron was not hampered.

The *Detroit News*, the only other major daily newspaper in the Motor City, did not cease publication during the *Free Press* strike, despite a publishers' agreement that a strike against one newspaper is a strike against both. The *News* said that, in this case, the grievance, if any, is in Miami and beyond the reach of joint action by the two Detroit publishers.

▪ The *News* said there was nothing in Detroit that anyone could negotiate on a joint basis. Under normal conditions, the *News* said, a local dispute that closes one newspaper would automatically close both.

The *News* said that during the five days of the *Free Press* strike press runs were frozen at the "normal gross runs" for this time of year. The *News* also said that linage during the strike period was down from comparable 1960 figures except for Wednesday, when a previously planned department store supplement boosted total advertising volume.

The *Free Press* said it had no arguments with the local union but considered the work stoppage a strike caused by a secondary boycott. The line of Miami pickets ranged in size from one to five men.

According to one observer, the *News* could have been charged with a lock-out if it had ceased publication during the *Free Press* strike, regardless of the publishers' agreement. #

Lippman Moves Offices

Lippman Advertising Associates, Buffalo, N.Y., has moved its offices to Hotel Buffalo.

Broadcast Group Starts Collecting Promotion Materials

INDIANAPOLIS, Aug. 24—The Broadcasters' Promotion Assn. has started a treasure hunt as the first step in a drive to collect classroom instruction materials for courses in broadcast promotion.

John F. Hurlbut of the WFBM stations and president of BPA, today asked BPA members to search their stock rooms for recent promotion materials, ranging from ad reprints and direct mail pieces to presentations and samples of on-the-air promos. He requested that any available excess supplies be sent to Clark Grant of WOOD, Grand Rapids, Mich. Mr. Grant is head of the association's educational and professional standards committee and will package the materials for distribution to colleges.

Operation treasure hunt has been launched in cooperation with the Assn. for Professional Broadcasting Education. BPA members will be assigned colleges for continued mail distribution of new promotional materials as they become available. As a part of this over-all program, promotion managers will offer their services to nearby colleges as guest lecturers. Some 64 colleges and universities belong to the Assn. for Professional Broadcasting Education.

▪ Mr. Hurlbut also revealed that the BPA had offered its services to President Kennedy to aid in the creation of public service air materials in the event of a national emergency.

He said that, despite efforts in some quarters to cut back on broadcasting awards, BPA will go ahead with its plans for the first annual on-the-air promotion awards to be presented at the Nov. 6-8 seminar in New York. #

F&P Foods Sets New Ad Campaign

RICHMOND, CAL., Aug. 23—F&P Foods, canned fruit and vegetable packer, has expanded its advertising plans for the 1961-62 fiscal year.

A variety of media will be used, starting in September, to include four-color 1,500-line newspaper ads, animated tv spots in ID, 20- and 60-second lengths, outdoor posters, a color schedule in *Sunset Magazine*, color inserts in trade magazines and a full range of in-store promotion material to tie in which F&P's current advertising theme, "There's more to your liking in F&P."

Four to seven color insertions in 20 daily newspapers will cover 17 markets in Northern California, Arizona and the Salt Lake City areas.

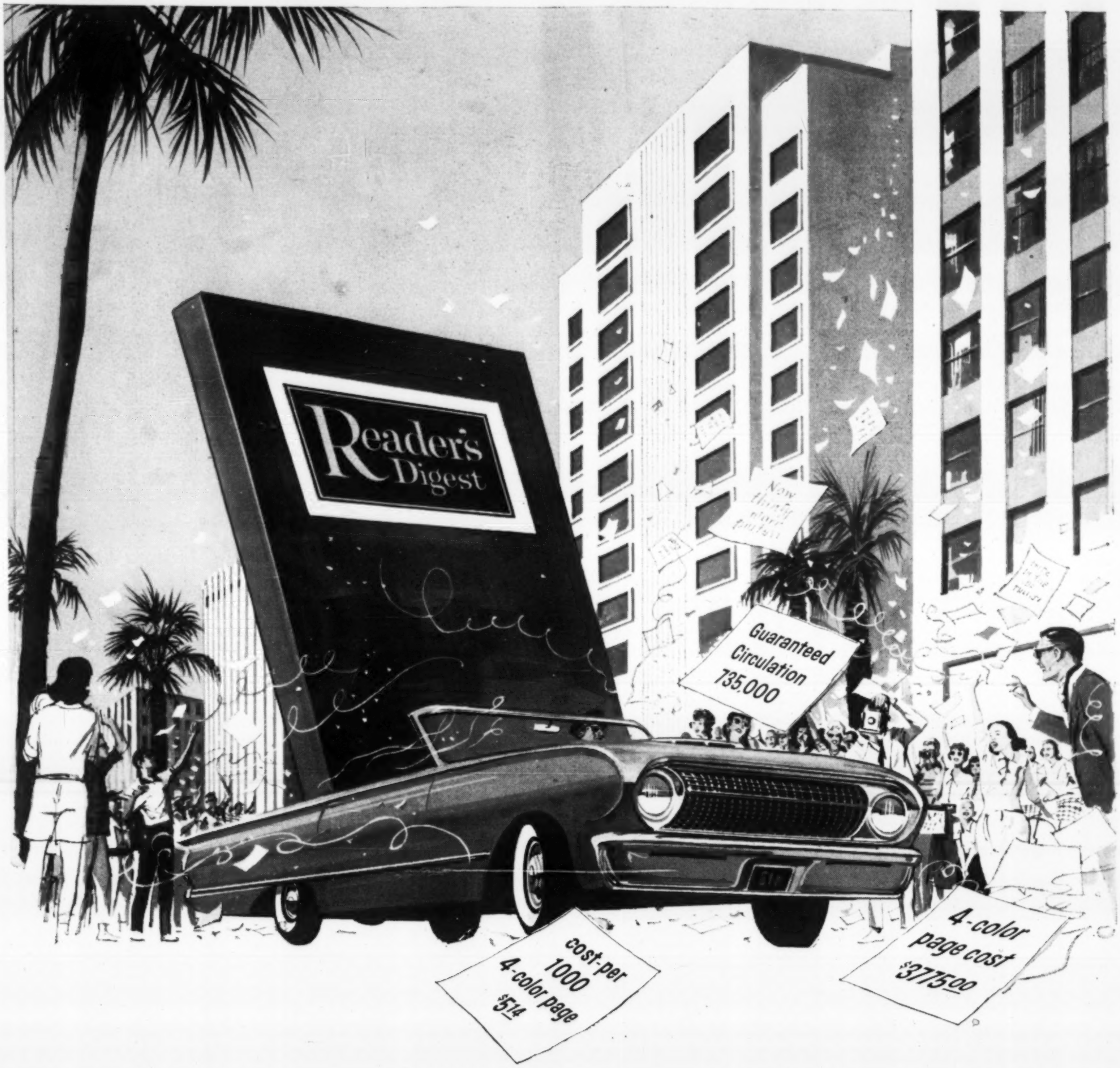
The animated tv spots will cover the same markets for 26 weeks with 11 to 15 stations, plus the addition of Los Angeles and Boise, Ida. Station selections in all of the markets have not yet been completed.

▪ The *Sunset* schedule will involve the central edition, using at least six color pages throughout the year.

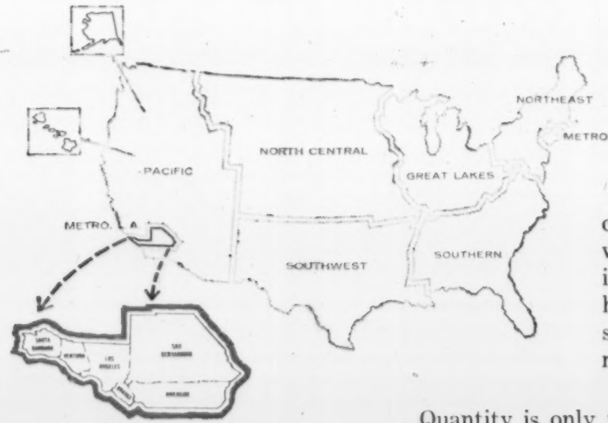
Outdoor posters with three to six month postings have been set for San Antonio; Austin; Corpus Christi; Jamestown, N. Y.; Pittsburgh; Sioux City; Sioux Falls; and Green Bay. More may be added later.

Four food trade magazines will be used in Northern California, Arizona and Utah to merchandise the advertising program to the trade.

Botsford, Constantine & Gardner is the agency. #


Reader's Digest
Guaranteed Circulation 735,000
cost-per 1000 4-color page $5.14
4-color page cost $3775.00

Los Angeles gets its own Reader's Digest edition!


NORTHEAST
METRO. N.Y.
NORTH CENTRAL
GREAT LAKES
PACIFIC
METRO. L.A.
SOUTHWEST
SOUTHERN

For full information on the new Los Angeles Metropolitan edition or any of the seven other Digest regional editions, write Fred D. Thompson, Advertising Director, Reader's Digest, 270 Park Ave., New York 17, New York.

Beginning with the January, 1962, issue of Reader's Digest, you will be able to sell more, *and more efficiently*, in the rich, highly competitive Los Angeles market. The six counties covered by this new edition are illustrated on the left. Now you can have consistent advertising coverage, with no waste, in over 28 per cent of the households in each county. Color printing will be of the highest quality. And your advertising will share the *prestige* of the world's most widely read magazine.

Quantity is only the beginning. The people who buy the Digest, magazine readers, are better educated and have more money to spend than the average. *Evidence:* Politz research shows that 45.3 per cent of all the U. S. adults who went to college read an average issue of the Digest. So do members of 59 per cent of all households with incomes over $10,000.

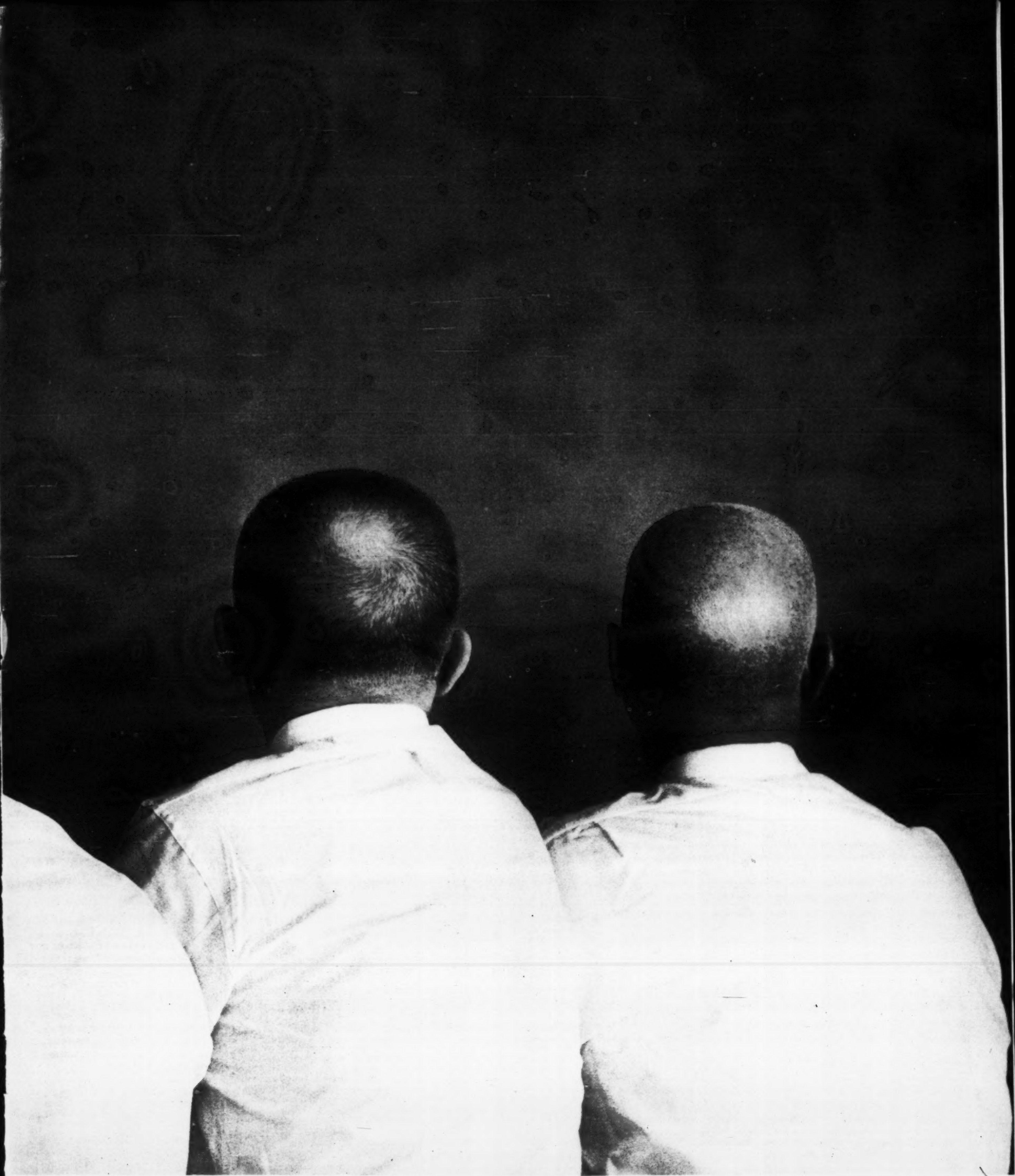
Here are rate and circulation highlights for all eight Digest regional editions in 1962:

Region	Circulation	Cost per 4/c page	
NORTHEAST	2,300,000	$10,260	
METRO. N. Y.	1,150,000	6,270	
GREAT LAKES	2,650,000	11,925	
SOUTHERN	1,450,000	7,730	
NORTH CENTRAL	1,350,000	7,975	
SOUTHWEST	1,000,000	5,890	
PACIFIC	1,365,000	6,625	$9,984.00 combination discount
METRO. L. A.	735,000	3,775	

1962
U. S. circulation
guarantee:
13,300,000

People have faith in
Reader's Digest

there is nothing harder to stop than a trend



Consistent with its consistent summer rating pattern, ABC-TV walked off again this week with the largest share of audience—where such share means most: in places where people have a 3-way choice in network programming.* In doing so, ABC topped Nets Y and Z with 4 shows in the top 10: *77 Sunset Strip, SurfSide 6, Adventures in Paradise, My Three Sons.*

We should also like to point out in reporting this, that we have successfully resisted referring to our success as the bald facts, as given by Nielsen.

ABC Television

*Source: Nielsen 24-Market TV Reports, Average Audience, week ending Aug. 6, 1961; 7:30-11:00 P.M., Monday through Saturday; 6:30-11:00 P.M., Sunday.

The Editorial Viewpoint . . .

The 100 Leaders, 1961

In this issue we again present our profiles of the 100 leading advertisers, a compilation of significant marketing facts about the companies which make up the blue chips of the U.S. advertising business—and to an increasing degree, the blue chips of the advertising business worldwide.

They are presented with a depth of detail unmatched in previous reports, and they offer a unique opportunity for quick appraisal of relevant facts by serious students of marketing.

It is difficult to overstate the eminence of these companies in the world of marketing. Perhaps these figures may be indicative: These 100 companies accounted for 40.5% of measured newspaper expenditure; 40.9% of magazine expenditure; 83.1% of network television; 55.2% of spot television; 31% of farm magazine; 55.2% of outdoor; and 9.4% of business paper expenditure.

Hurrah for Brower and BBDO

Last week BBDO withdrew from the solicitation of the Florida Citrus Commission account because in the judgment of its president, Charles H. Brower, the present agency—Benton & Bowles—had "done a great job for you." He also noted that there's too much "subjecting faithful and able agencies to the whims of a prejudiced and often misinformed minority," a viewpoint most agency men would certainly endorse.

Finally, Mr. Brower urged that Benton & Bowles be retained, and withdrew his agency from contention.

This is generous, rare, realistic and refreshing. It was the appreciation of one professional for another, expressed in dramatic terms, and the Florida Citrus Commission might do well to ponder it.

Case for Institutional Advertising

So far it looks as if institutional advertising will not be approved for inclusion by contractors as an item of cost in defense contracts. It is probably the most vulnerable of the functions of advertising which had been approved by the Defense Department in the past, partially because it had been mis-used in a variety of ways, and because there is a deep distrust of brag & boast advertising in the government as elsewhere.

Yet there is a sound case to be built for institutional advertising, and for including it as an item of cost. It goes like this: (1) Through institutional advertising the general public gets a more comprehensive picture of the advances made by companies upon whom the government depends for the production and development of military equipment, and this awareness helps to dispel lethargy, pessimism, defeatism; (2) through institutional advertising workers engaged in defense jobs learn more about their contributions—their *individual* contributions—to the national effort, and this can be helpful in reducing absenteeism, in ameliorating senseless labor disputes, and combatting an indifferent attitude toward vital work; and (3) through institutional advertising investors learn more about company activity, which helps to keep the flow of investment dollars coming.

The fact is that institutional advertising's role as an information medium and a morale factor is largely unappreciated. You may remember the excellent radio series during the war called "The Man Behind the Gun." Elgin was the sponsor, and one of the reasons for its sponsorship was its hope that through the program it could bring to its employes a sense of the importance of what they were doing. Elgin was making jewels for instruments, among other things, and a good day's work for a worker was a little pile in the palm of his hand. The company wanted to make its workers conscious of their part in winning a victory and advertising helped greatly.

The Defense Department was apparently willing to go along with some institutional advertising until Congress blew the whistle. It's a pity that Congress has so little advertising information that it deems it advisable or laudable to restrict the dissemination of information of a favorable and constructive nature.

If you think back to the days of the Second World War, you will remember the posters of which OWI and the services were so proud, and you will remember as well the advertising which was approved by the government, and the extraordinarily effective institutional advertising which was sponsored by companies whose facilities were engaged in war production. To be sure, most of that advertising was not admissible as an element of cost under contract. But the case for institutional advertising is a good one, and it seems that the Defense Department and Congress would have been well advised to take cognizance of it.

In the meantime, it seems to illustrate once more that advertising has no good working liaison with government; that its opportunities for presenting a reasonable argument are severely limited; and that it badly needs a unified and informed approach to these problems, which are recurrent, and which seem to come to the advertising business as an unexpected shock on each occasion. Incidentally, have you written your congressmen and expressed your views on the subject?

Gladys the beautiful receptionist

—Burt Kaufman, Boston, Mass.

"He's been refused service in three bars since he landed the dairy account."

What They're Saying . . .

Never Underestimate an Adman

There is a suburban house on Long Island Sound with two Jaguars usually parked in the driveway.

One has a license plate, "HISN," and the other, "HERN."

That is about as gooey, I guess, as high-class togetherness can get.

"Togetherness" has taken quite a beating in the last few years. Actually, it's not a bad commodity. It's a lot better than "apartness."

A friend was telling us the other day about a commuter in Scarsdale who became so engrossed in his work, to the exclusion of his family, that he and his wife parted.

It was not a bitter separation, but it appeared to be a pretty final one. He moved into the city and took a small hotel room. His wife and their two young daughters remained in the Scarsdale home and he took care of their expenses.

The man was miserable. He wanted to go home again. His wife was not agreeable. When he telephoned, she refused to talk with him.

Now this man was employed on Madison Ave. and he had a better than average understanding of the communications media. Also, he never underestimated the power of children.

He knew that every morning his two small girls, while getting ready for school, watched the "Today" show on television. Part of the show, in those days, involved panning the cameras in on a crowd massed on the sidewalk looking into a pet shop window at the monkey and other attractions.

So every morning for a week, the man took his place with the crowd on the sidewalk. He didn't shave. His clothes were rumpled. He looked just as he felt—awful.

And out in Scarsdale every morning that week, his children saw their father on television. They called to their mother and she came and took a look, too.

The fifth day she phoned him to come home.

—From a United Press International story by Jack Fox.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS,** vice-presidents. **C. B. GROOMES**, treasurer.

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Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior Editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

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F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard.** Los Angeles: **Richard E. McCarty**, Western Advertising Manager, 8217 Beverly Blvd., OLive 1-3710. San Francisco: **Wm. Blair Smith**, 22 Battery St., YUkon 1-1299. Portland, Ore.: (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles.** London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

The Center for Marketing Research has established itself as a first-rate iconoclast by reporting that short tv spots are more effective than long ones.

•

"Will perspire freely on today's challenge with a future," says a broadcast writer-producer who remembered that genius consists of one-tenth inspiration and nine-tenths perspiration.

•

Ralph Kiner, the Chicago White Sox radio voice, refers frequently to players' perspiration, no doubt recalling the days when he pressed so hard for home-run honors as a member of the Pittsburgh Pirates.

•

With the New York Yankees hogging the center of the stage with its 2Ms, Minnesota Mining came up with the logical answer in the form of a new symbol for the 3Ms.

•

American Petroleum Institute's new promotion for one-day motoring trips to increase gasoline consumption will be appreciated by everybody except motorists caught in the traffic jams.

•

The Post Office Department has issued a fraud order against Washington Mushroom Industries, which has been selling a mushroom growing kit by mail.

Business mushroomed for the company, if not for the customers.

•

Foster & Kleiser, the story says, is resigning its membership in Outdoor Advertising Inc.

The late great George W. Kleiser, who was one of the founders of OAI, wouldn't have liked that.

•

Chester Bowles told the National Press Club, "Madison Avenue did well by me, and I have many friends there."

Since they've been trying to pull the rug out from under Chester at the State Department, those old friends probably look better than ever now.

•

Dentists don't advertise, but the Chicago Dental Society is using radio spots to recommend to parents, "Take your child to the dentist's."

Fine, but how do you get an appointment?

•

"The press," says that press veteran Cranston Williams, "explains everything to everybody, but explains itself to nobody."

And in spite of that everybody professes to know how to run a newspaper.

•

Show, the new Huntington Hartford magazine, tells the story of "its hauteur, its style, its genius."

With John Crosby as one of its star contributors, it shouldn't lack for hauteur.

•

A chain store organization is offering its own brands of cigarets and reports good sales.

They think private labels can be habit-forming, too.

COPY CUB.

The Washington Post is read every day by three out of four families with incomes of $15,000 and above . . . more than read both other papers in Washington combined.

Carl J. Nelson Research, Inc., June 1961
Based on 3,000 interviews in Metropolitan Washington

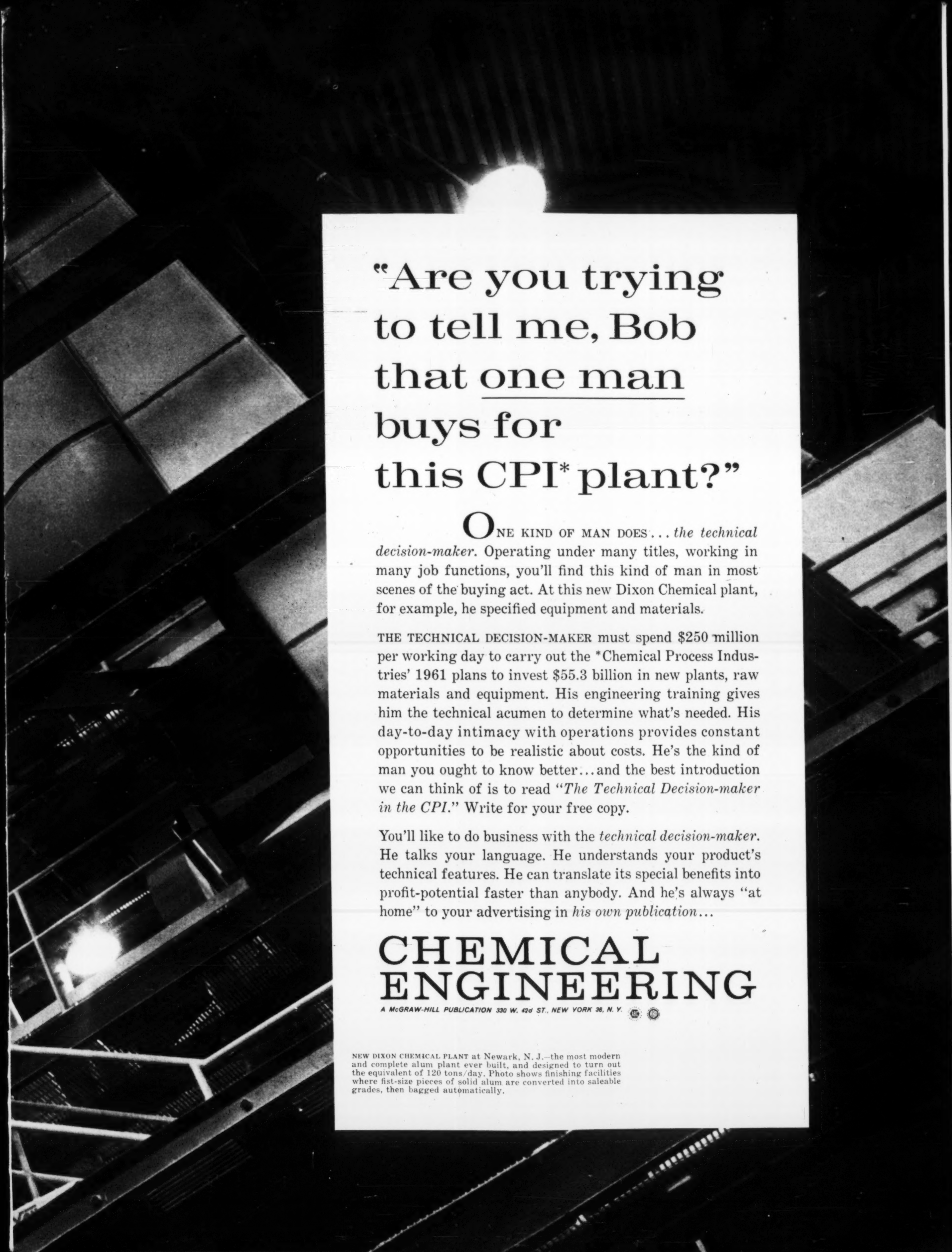
The Washington Post

Red German Police Seal Border Between East and West Berlin

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San. Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly; Member, Metropolitan Sunday Newspapers, Inc.



"Are you trying to tell me, Bob that one man buys for this CPI* plant?"

ONE KIND OF MAN DOES . . . *the technical decision-maker.* Operating under many titles, working in many job functions, you'll find this kind of man in most scenes of the buying act. At this new Dixon Chemical plant, for example, he specified equipment and materials.

THE TECHNICAL DECISION-MAKER must spend $250 million per working day to carry out the *Chemical Process Industries' 1961 plans to invest $55.3 billion in new plants, raw materials and equipment. His engineering training gives him the technical acumen to determine what's needed. His day-to-day intimacy with operations provides constant opportunities to be realistic about costs. He's the kind of man you ought to know better... and the best introduction we can think of is to read "*The Technical Decision-maker in the CPI.*" Write for your free copy.

You'll like to do business with the *technical decision-maker.* He talks your language. He understands your product's technical features. He can translate its special benefits into profit-potential faster than anybody. And he's always "at home" to your advertising in *his own publication*...

CHEMICAL ENGINEERING

A McGRAW-HILL PUBLICATION 330 W. 42d ST., NEW YORK 36, N. Y.

NEW DIXON CHEMICAL PLANT at Newark, N. J.—the most modern and complete alum plant ever built, and designed to turn out the equivalent of 120 tons/day. Photo shows finishing facilities where fist-size pieces of solid alum are converted into saleable grades, then bagged automatically.

Leon Adds Two Accounts

S. R. Leon Co., New York, has been named to handle advertising for two new accounts. They are Buser Inc., Paterson, N. J., maker of ribbons and tapes, and Nettie Rosenstein Perfumes, New York. Three perfumes, Odalisque, Tianne and Fleurs d'Elle, will be promoted via spot radio and insertions in *Esquire, Harper's Bazaar, Show Business Illustrated, Town & Country* and *Vogue*, starting in September.

Presba-Muench Adds One

Presba-Muench, Chicago, has been named to handle advertising for Blatchford Calf Meal Co., Waukegan, Ill. In September, Blatchford will launch a new sales and marketing program, supported by an ad campaign in trade journals, newspapers, farm magazines and special breeder publications. Wilson Advertising-Marketing Service, Libertyville, Ill., is the former agency of record.

"If I were asked to name the best trade publication sources for ideas, I could think of none better than Advertising & Sales Promotion."

says **MAXWELL C. ROSS**
Director of Advertising
Old American Insurance Company

Mr. Ross and Old American Insurance Company are typical of the advertising-sales promotion professionals and important buyers of advertising products and services you reach in the pages of Advertising & Sales Promotion.

A pioneer in insurance for senior age groups, Old American was started in 1939. This Kansas City (Mo.) firm now makes available life, health and accident insurance for both young and older persons via its direct-by-mail department as well as through agents. Old American's annual direct mail operations account for expenditures of well over $1,000,000, and a yearly space advertising budget of $250,000 also is part of its promotional effort. In addition, according to Mr. Ross, the company is constantly on the lookout for new ideas in audio-visual devices for sales training, incentives and prizes for agents and other employees, and sales aids.

A & S P Advertising & Sales Promotion
FORMERLY ADVERTISING REQUIREMENTS
200 EAST ILLINOIS STREET - CHICAGO 11, ILLINOIS

Along the Media Path

Three mornings a week, **WDBQ**, Dubuque, Ia., features a "Musical Billboard" program, during which listeners call the station, to tell the exact locations of the day's featured Frank Hardie Co. outdoor posters. The first person to call after the music stops wins the day's cash jackpot of $10. The musical outdoor posters are identified by small 18"-diameter signs showing a five-line musical staff, with four notes carrying the station call letters.

• DeKalb Agricultural Assn. has awarded James C. Thomson, managing editor of **Prairie Farmer**, Chicago, and Herb Plambeck, farm director of **WHO**, Des Moines, the first "Oscars in Agriculture," for "outstanding effectiveness in service to American agriculture."

• All classified advertising for automobiles in the **Seattle Times** is now alphabetized by car-make.

• Beginning Sept. 3, and every Sunday thereafter, **KAPE**, San Antonio, will broadcast an hour-long German language program.

• **KOMO-TV**, Seattle, has launched a new type of television home audience participation game, "Time Out—Dine Out!," which will run through Sept. 29. Produced in cooperation with the Washington State Restaurant Assn., the program features a weekly scrambled word game. Entrants in the contest unscramble the word, add their estimates as to the number of restaurants and eating establishments in the state of Washington, complete the statement "I like to eat out because," in 25 words or less and mail the card to the station. Each weekly winner will receive eight free meals at the restaurant of her choice, in addition to baby sitter fees on the nights she dines out. Grand prize winner will receive an additional twelve meals out, plus baby sitter fees.

• Visitors at the **South Bend Tribune's** booth at the county's annual 4-H Fair, were given the opportunity to have their pictures appear on the newspaper's front page. A 6'x8' replica of the Tribune's front page was prepared and a six column blank spot under an 8 column heading which read "I Made the Front Page," was left so that visitors could pose for their pictures. Visitors were urged to bring their cameras and take pictures of their friends on the "front page."

• E. Millard Tawes, governor of Maryland, has cited **WAQE**, Towson, Md., for outstanding service in public affairs programming.

• Recently, when a group of blind children visited the studio of **WOOD** and **WOOD-TV**, Grand Rapids, the station promotion manager and assistant chief engineer moved cameras to the middle of one of the studios and took each child by the hand and explained the various parts of the equipment, putting their hands on the respective parts of the camera. The children listened on the camera headsets and were invited to feel the sets that had been made ready for the station's "6:15 News Report."

• Effective with its Aug. 20 issue, the **Chicago Tribune** changed its policy of publishing a weekly list of "best selling books in the Midwest" in its Sunday **Magazine of Books** supplement. The list now appears under the caption "Among the Best Sellers." Books of questionable value are omitted.

• **Metalworking** has reprinted a series of articles on "Selecting Cutting Tools," which appeared in its June issue. Copies are available from Cahners Publishing Co., *Metalworking*, Cahners Bldg., 221 Columbus Ave., Boston 16.

• Key media and research executives from 11 New York agencies attended a luncheon Aug. 15 at the Stork Club, in New York, sponsored by **WBMD**, Baltimore, to hear a presentation on the Baltimore market.

• Ernie Myers, **KOGO**, San Diego, disc jockey, has been named the 1961 Voice of California by California State Fair officials. The award carries with it a $100 cash prize and participation in broadcasts and ceremonies at the State Fair in Sacramento.

• A display depicting the development of the Delaware Valley will be sponsored by the **Philadelphia Inquirer** and the John Wanamaker store. The display, which will be located in Wanamaker's auditorium, will be open to the public Aug. 30 through Sept. 6. Visitors will be able to see "The Anatomy of a Market," a full-color motion picture produced by the *Inquirer*, as well as expositions of industrial, educational and civic improvement programs.

• Within three hours after fire destroyed office and broadcasting facilities of **KIT**, Yakima, Wash., on Aug. 16, the station was on the air operating from its transmitter site.

• **Department of New Laurels: McCall's** reports that advertising revenue totaled $26,580,000 during the first nine months of 1961, a 25.1% over the comparable 1960 period.

• **Redbook** reports that circulation for the first half of 1961 totaled 3,438,000, a 14.8% gain over the comparable 1960 period. ≠

Farm & Home Appoints

Farm & Home Savings Assn., San Antonio, has appointed Waghorne, Schwerke & Associates to handle advertising for its Fort Worth and Dallas branches and for Lockwood-Dosher, Waco agent of Farm & Home. Waghorne, Schwerke already serves the Houston, San Antonio and Corpus Christi branches of the company.

Calais Wile Lane

ANNIVERSARY—*Giving final approval to an advertisement that marks the first anniversary of the Advertising Council's continuing public service program in Sunset Magazine are Alfred M. Calais, information officer of California's division of beaches and parks; Frederick W. Wile, managing director of the Council's Pacific Coast operation and L. W. Lane Jr., publisher of Sunset. The ad, headlined "Every Litter Bit Hurts," marks the first of a new series of page ads which Sunset will publish in each of its issues as a public service during 1962.*

National Business Publications Names 16 Committee Heads

National Business Publications, Washington, has appointed 16 NBP committee chairmen. New appointees and their committees are William A. Wilson, Pit & Quarry Publications, agency membership; G. C. Buzby, Chilton Co., allied interests; Robert L. Hartford, Penton Publishing Co., circulation auditing practices; Richard P. Smith, W.R.C. Smith Publishing Co., constitution and by-laws; Philip Salisbury, Bill Brothers Publications, education; Marshall Haywood Jr., Haywood Publishing Co., executive; Leonard A. Eiserer, American Aviation Publications, finance; and Louis J. Perrottet, Conover-Mast Publications, legislation.

Others are Leo Haggerty, Conover-Mast, management practices; Milton B. Kihlstrum, Miller Publishing Co., membership; Louis J. Perrottet, nominations; C. Laury Botthof, Standard Rate & Data Service, operations; Robert B. Konikow, *Advertising & Sales Promotion*, production; David R. Watson, Watson Publications, public relations; Phillip W. Wenig, SRDS-Data Inc., research; and T. Richard Gascoigne, Hayden Publishing Co., sales.

K-JIM Boosts Machia

Eleanor Machia has been appointed commercial manager of K-JIM, Fort Worth. She has been account executive and special accounts consultant of the station for the past three years.

Williams Adds Book Account

William R. Williams Inc., Chicago, has been named advertising division of Spencer Press, Chicago, a division of Grolier Inc. Publications include "Our Wonderful World," "American People's Encyclopedia," "The Children's Hour" and Audie Books.

Stewart Joins Mayer, Klann

Graeme W. Stewart has been appointed director of creative services on the V-M Corp., Voice of Music account of Mayer, Klann & Linabury, Benton Harbor, Mich. Mr. Stewart was formerly a vp and account executive with Henri, Hurst & McDonald, Chicago.

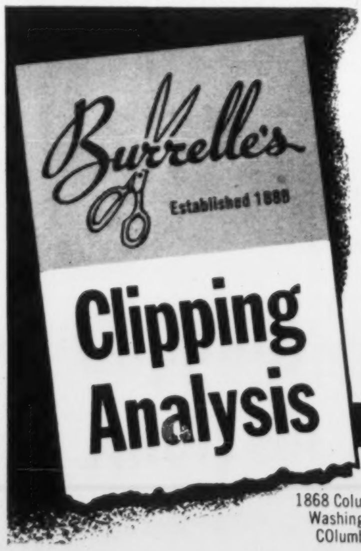
Hennessy Is Promoted

Charles Hennessy has been named national sales manager of *Industrial Electronic Enigneering & Maintenance*, New York. Mr. Hennessy was formerly eastern sales manager of the magazine.

KFSA Names Reynolds

Gene Reynolds has been named manager of KFSA, Fort Smith, Ark. He formerly was at WBAP radio and tv stations in Fort Worth, Tex.

WIN THE NEVADARAMA SILVER MINE



Now...Get Concise, Periodic Reports

Burrelle's prompt and thorough clipping service has long supplied P R Directors with clippings from daily and weekly newspapers, magazines and trade papers.

Now, in addition, Burrelle's offers *Professional Clipping Analysis* – confidential, interpretive, statistical reports sent to you each month. This new service . . .

. . . *gives management impressive, comprehensive evidence of your accomplishments.*

. . . *keeps you posted, helps you establish even more effective future P R programs.*

. . . *relieves your staff of time-consuming details.*

Phone us today–or drop us a note–so that we can discuss with you how *Professional Clipping Analysis* can best serve your needs.

BURRELLE'S PRESS CLIPPING BUREAU
165 Church St., New York 7, N.Y. — Phone BArclay 7-5371

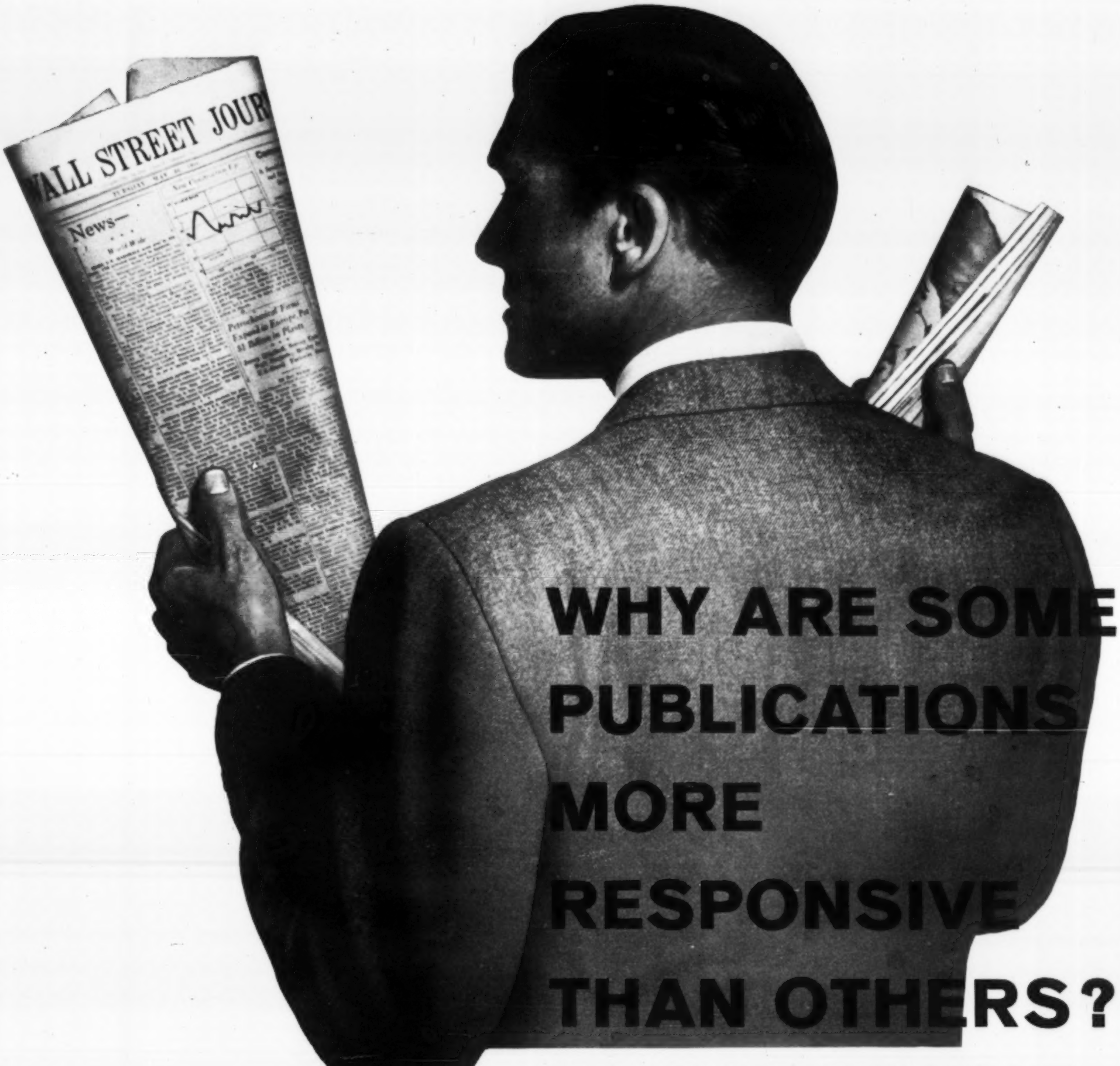
SALES OFFICES

1868 Columbia Rd. NW
Washington 9, D.C.
COlumbia 5-1757

Magee Bldg.
Pittsburgh 22, Pa.
COurt 1-5371

14 E. Jackson Blvd.
Chicago 4, Ill.
WAbash 2-5371

1456 N. Crescent Hts. Blvd.
Los Angeles 46, Calif.
OLdfield 6-0304



WHY ARE SOME PUBLICATIONS MORE RESPONSIVE THAN OTHERS?

Superior editorial usefulness creates superior advertising response.

Wall Street Journal leadership in ad-action rests solidly on its informational vitality. Here is a publication the reader reaches for. He looks forward to its delivery. He doesn't delay reading it after it arrives. He stays with it regularly and steadily. He has a chance to re-appraise its value to him regularly—at sensible intervals. And regularly, he chooses to re-new his subscription. He admires its accuracy, timeliness, integrity. He believes so in The Wall Street Journal that its content impels him to form ideas and to take action.

Is it any wonder that *advertising* in The Wall Street Journal has more vitality, too?

Put to these tests, how do *your* advertising media measure up? Is your advertising doing *all* the work—without an assist from the media it's printed in? Or, worse yet, is your advertising bucking a wave of reader apathy and indifference . . . an incompatibility of mood, timing and editorial backdrop? To put it bluntly: Are you looking for response where responsiveness isn't *built-in?*

Whenever advertisers apply the sternest measurements of media values to The Wall Street Journal, they make a valuable discovery: The Wall Street Journal is first-choice among executive readers for the factors that are most important to advertisers. It is the "most responsive one" because it is "the most useful one."

After all, every business day the news that changes business does change. And The Wall Street Journal is the only national business daily.

Here is where you reach "The Mightiest Million"—

THE WALL STREET JOURNAL

Published at: New York, Washington, D. C. and Chicopee Falls, Mass. • Chicago and Cleveland
Dallas • San Francisco

. . . and big, new Riverside (Calif.) plant now under way.

1961
YEAR FOR
PRECISION
SELLING

GET TOUGH! Firm up your business by advertising to the *premium* male market in ELKS MAGAZINE

*Starch Consumer Magazine Report, 1961

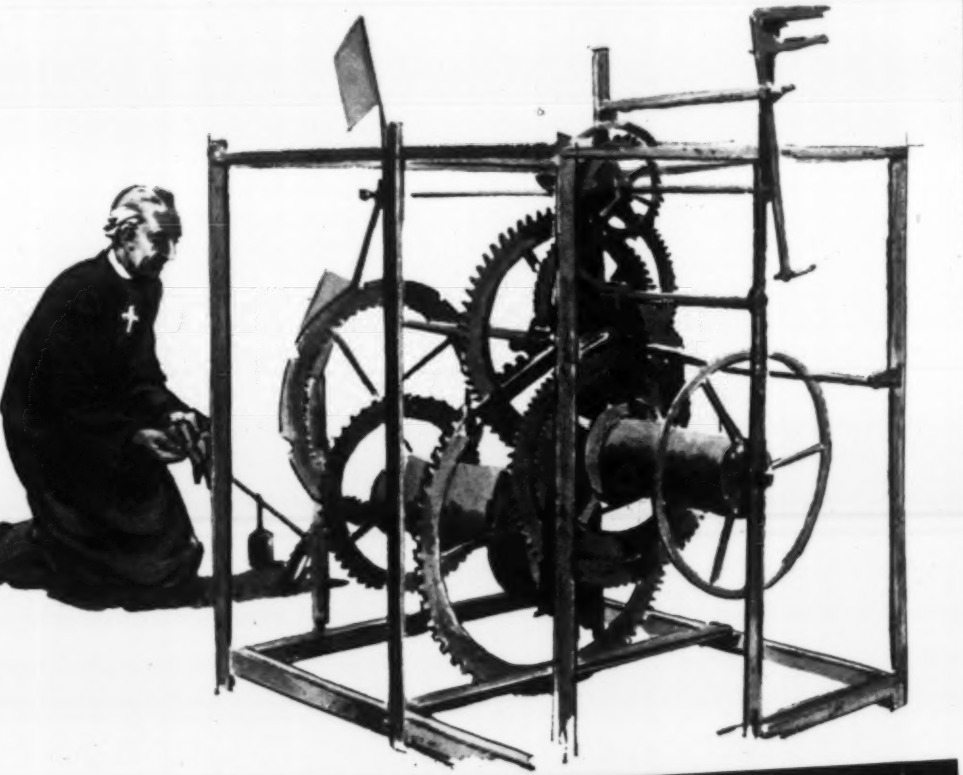
If your business is slow to respond as the economy turns up—try a promotional push to the affluent, acquisitive Elks market. Elks are among the nation's top earners . . . with a high $8,709 median income*. They are mature heads of households who own and buy just about everything at a record rate*.

Nearly ½ are business owners, officials or professional men—well paid, well housed, well traveled community leaders. Advertising to Elks is smart. They are proven buyers—with the temperament and the means for making consistently large scale expenditures on business, shelter, apparel, leisure, luxury and service items.

Get tough with your ad dollar. Squeeze it for all it's worth with sales messages in ELKS MAGAZINE . . . the only publication designed to exclusively reach, influence and sell the dynamic Elks group. The cost—about ½ that of other leading Men's books.

CIRCULATION..........1,285,420 (ABC 12/31/60)
C/P/M................$2.37

THE Elks MAGAZINE
• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.



YOU MAY NEVER SEE THIS OLDEST CLOCK*—

BUT... WKZO Radio Gets Results Day and Night in Greater Western Michigan!

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA — JULY, 1960
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

**The world's oldest working clock is in Salisbury Cathedral, England. It dates to 1386.*

You needn't be a clock watcher to find lots of top-rated segments on WKZO Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

WKZO Radio consistently reaches the largest share of the area's radio audience. Pulse (see left) gives WKZO Radio an average of 73% *more listeners* than Station 'B' during 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday.

Take advantage of WKZO Radio's superior *round-the-clock* coverage of the fast-growing Kalamazoo-Battle Creek and Greater Western Michigan area. Avery-Knodel can give you all the facts.

AM—TV—FM
The Felzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Despite what some people protest, admen aren't always pilloried by the press. In recent issues of the *New York Times*, two admen were featured as noteworthy citizens. In the Aug. 1 issue of the *Times*, **Howard Munce**, senior art director of Foote, Cone & Belding, was pictured as a "Connecticut commuter" who keeps an eye out for loose spikes along the railroad tracks—and then collects them and makes them into humorous bits of sculpture . . . And then in the Aug. 13 issue of the *New York Times Magazine*, the views of **Erwin Swann**, vp of Warwick & Legler, were quoted in an article by James Michener. Mr. Michener was reporting on the "frenzied 50s" syndrome among men, and his authorities on the subject were members of his tennis foursome—Mr. Swann being the "expert on tension" . . .

PENMAN—*B. P. Mast Jr., president of Conover-Mast Publications, New York, signs letters which will accompany copies of J. Edgar Hoover's "Masters of Deceit," which he's distributing to Conover's 450 employes. Mr. Mast feels Hoover's book "can be highly instrumental in acquainting citizens with this menace" of communism.*

Pamela Pickering Smith and **Clay Stone Briggs Jr.**, of Benton & Bowles, are set for an autumn wedding . . . Aug. 30 is the big day for **Dorothy Ann Weshner**, a script supervisor with CBS-TV, and **Chuck Kanzer**, Donahue & Coe account executive . . . A spring wedding is planned by **Alice Sengling**, in the international department of J. Walter Thompson, New York, and **Frederic Cruger Jr.** with Procter & Gamble in Buffalo . . .

Colin James Carr weighed in at 7 lbs. 14 oz., July 12, the fourth son and fifth child of Dorothy and **Pete Carr** of *Sports Illustrated* . . .

The **John Turrel** family (father is head of his own agency in Butler, Pa.) recently took a month-long trailer trip through the West, reporting that it's a great way to travel . . . Globetrotters Dept.—**Lee Isenberg**, head of his own advertising and public relations agency in Hartford, and his architect wife, Marion, are back home after a five-week junket to Israel and Europe . . . **Harold Hartogensis**, head of the St. Louis agency bearing his name, and his wife sent postcards from Puerto Vallarta, Jal., Mexico, which they report is *the* spot for sailfishing enthusiasts . . . **Mike Fadell**, Minneapolis agency man, was received by Lebanon's President Aboud Shehab on his recent trip to the Middle East . . .

AQUATIC COMMUTERS—*Gerald Light, vp of marketing of Schick Inc., with skimmer hat and attache case, debarks from the 30-ft. twin cruiser on which he and six non-advertising colleagues commute to work from Long Island—breakfasting on coffee and cake en route. Dependable as the 8:07 on the Long Island Railroad? It's been canceled only three times in five years, takes only 30 minutes.*

John B. Hunter Jr., ad director of B. F. Goodrich Co., Akron, has been named to the tv-radio committee of United Community Funds of America . . .

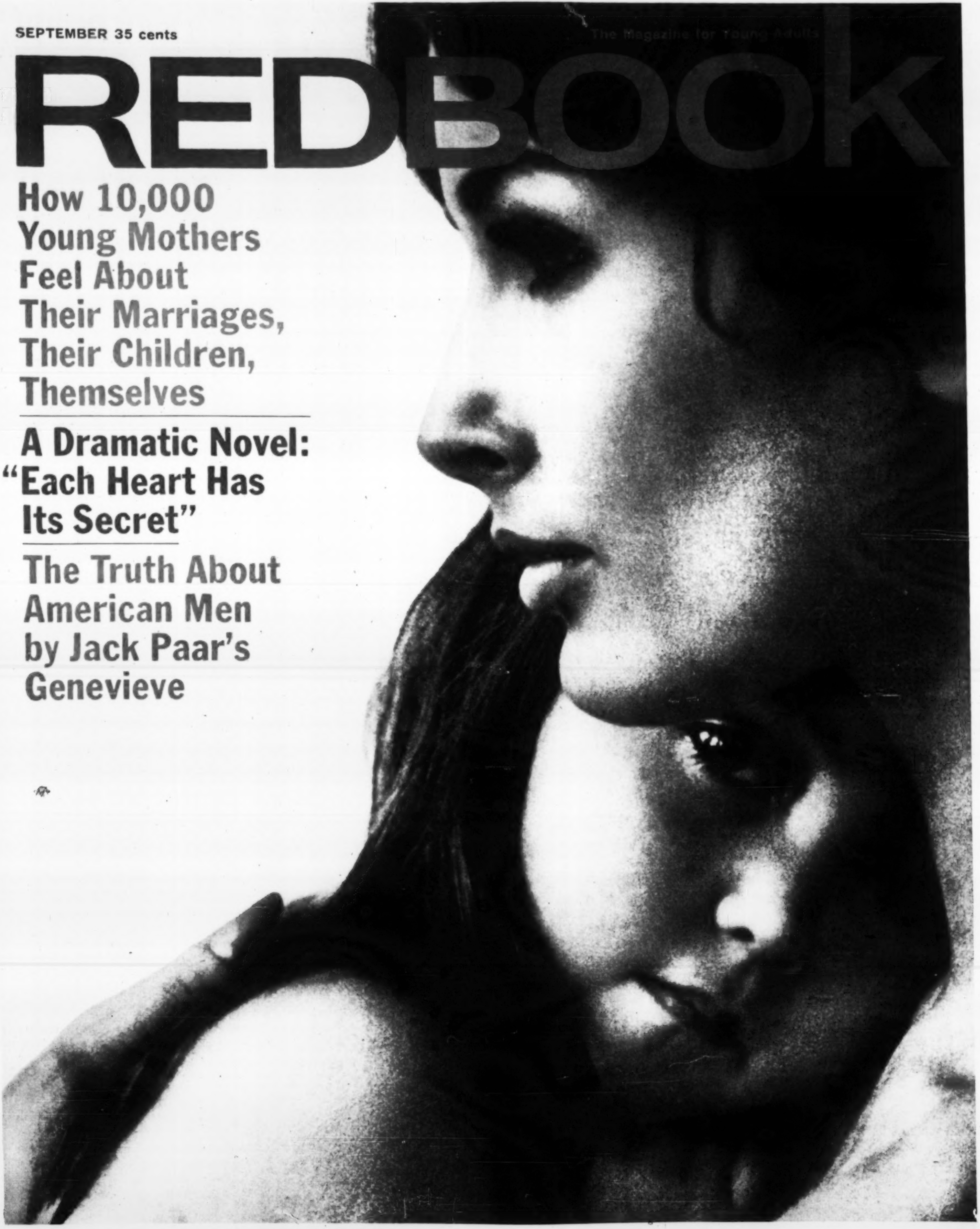
Art Porter, vp of J. Walter Thompson, has been named chairman of the advertising and publishing group of the United Hospital Fund's 82nd annual appeal in Manhattan and the Bronx . . .

John F. Dille Jr., publisher of the *Elkhart Truth*, has been named to the Indiana Toll Road Commission by Governor Welsh . . .

Former Chicago adman **Budd Gore**, who is now publicity and public relations director of L. S. Ayers & Co., Indianapolis department store, has further rounded out his career by getting into broadcasting. He's heard five nights a week over Radio Station WAIV with his program of commentary, "Byline—Budd Gore" . . .

After working in Manhattan for 15 years, it wasn't until **Lafe Locke** recently moved to Montreal as creative director of Collyer Advertising that he found himself designing an electrical spectacular for Times Square; it was a promotion for Quebec tourism . . .

Two newly-inducted members of the "Five Year Club" in the Hollywood office of Grant Advertising are **Joe Zarillo**, art director, and **Bob Dellinger**, general manager. Both received wristwatches . . .



The Magazine for Young Adults

SEPTEMBER 35 cents

REDBOOK

How 10,000 Young Mothers Feel About Their Marriages, Their Children, Themselves

A Dramatic Novel: "Each Heart Has Its Secret"

The Truth About American Men by Jack Paar's Genevieve

It's even lovelier inside. And utterly dedicated to the world and the wishes of Young Adults. Redbook has already set 94 consecutive circulation records. This will be 95.

REDBOOK The Magazine for Young Adults, Circulation Base 3,450,000. 230 Park Ave., New York, MU 6-4600—and Chicago, Boston, Los Angeles, San Francisco. Another exciting publication of McCALL CORPORATION

WIN THE
NEVADARAMA
SILVER MINE

Smith Joins Clinton

Arthur E. Smith, formerly director of merchandising of Motec Industries, formerly Minneapolis-Moline Co., has been named to the new post of merchandising manager of Clinton Engines Corp., Maquoketa, Ia.

ANOTHER NEW SHOW FOR COLOR TV

Bob Newhart's new show for Sealtest will be on color TV this season. The agency is N. W. Ayer & Son. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

Southern Comfort Magazine Ads Again Will Give Recipes

St. Louis, Aug. 22—Southern Comfort Corp., will present the largest single promotion in its history in *Life*, Nov. 17. "On that date," said Jim Laflin, Southern Comfort's ad manager, "*Life* will carry a record-breaking Southern Comfort ad—more pages for a single brand of liquor than have ever before run in one issue of *Life*."

Appearing in the center spread, the ad follows the recipe guide format that has brought the corporation sales gains ever since Southern Comfort first pioneered the idea in 1958.

The promotion's first 12 pages will be an easily-removed insert, Southern Comfort's new recipe guide, "How to Make 44 Drinks That Put Life in Your Party." Immediately behind this guide, on a right hand page, *Life* readers also will find a Southern Comfort page ad designed to heighten interest in the guide and make sure readers detach it from the magazine. Set in editorial style, it uses a soft sell approach. To build curiosity about the guide, there will be 15 questions, with answers, to sharpen the average host's home-bartending techniques.

The new guide will also be inserted in the November *Playboy*.

■ Other fall promotion plans keyed to *Life* and *Playboy* include preparation of 4,000,000 additional recipe guides for dealers' counters; a ten-minute filmstrip for dealer-salesmen showings; *Life* promotional printings; and 15,000 trade mailings.

The new book, larger and more complete than previous recipe guides, for the first time has four-color illustrations inside. It has more drink recipes, with charts showing how to mix by the pitcherful and shakerful for parties of four to 12. All drinks most popular with consumers, regardless of liquor brand or type, are included.

The original concept of low pressure selling through service remains the same in the guide. It is estimated that by the end of this fall, more than 77,000,000 books will have been distributed since 1958.

To date, *Argosy*, *Coronet*, *Esquire*, *House Beautiful*, *Outdoor Life*, *Redbook*, *True*, *TV Guide* and others have been used.

Krupnick & Associates, St. Louis, is the Southern Comfort agency. #

LeStrange Names Raffo

Thomas J. Raffo, formerly with Reuben H. Donnelley Corp., has been appointed vp of Austin LeStrange Co., New York, publishers' representative. Mr. Raffo succeeds Austin LeStrange Jr., who was named president after Austin LeStrange Sr. died in June. The company represents five business magazines plus *Rural Gravure*, a supplement distributed through 261 farm area newspapers in the Midwest.

Eastman Adds 3 Stations

Robert E. Eastman & Co. has been named national representative for WACO, Waco, Tex.; WAKE, Atlanta; and WYDE, Birmingham. John E. Pearson Co. formerly represented WACO; H-R Representatives formerly handled WAKE and WYDE.

Chicago Art School Opens

The Chicago School of Professional Art, formed to concentrate on problems of people involved in advertising art who wish further development, will begin classes Sept. 6 at 676 St. Clair St. Instructors are in advertising art and design fields.

WOLFSCHMIDT
VODKA
MAKES
THE
SUMMER
COOLER

AD COME TO LIFE—*General Wine & Spirits Co. is using this three-dimensional lighted display as a point of sale follow-through for its current campaign running in Life, Look and The Saturday Evening Post.*

Be Friendly, Like Ads Say You Are, Rouse Tells Bankers

Chicago, Aug. 22—Bank advertising which portrays a "friendly image" must be backed up by the staff if it is to be effective, according to George C. Rouse, district manager of the First Wisconsin National Bank, Milwaukee.

Writing in the August issue of the "Bulletin of the Financial Public Relations Assn.," Mr. Rouse said that staff members can take "a periodic pause to psychoanalyze themselves" to see if they are helping to build the image which the ads seek to create.

He supplied a checklist of questions ("Do I put visitors at ease?" "Do I know how to listen attentively?" "Do I communicate in a language the customer can understand?" etc.) for bank employes.

■ Affirmative answers to these are needed in a field where expensive advertising and pr efforts "can be nullified by one unsatisfactory face-to-face meeting with one employe," Mr. Rouse said. #

Emery Boosts Three Admen

A. C. Fusaro has been appointed director of advertising of Emery Industries, Cincinnati. He was formerly assistant director of advertising. Also promoted were E. W. McNerney to advertising manager of Sanitone Dry Cleaning Process division and E. L. Spencer to advertising manager of chemical products. Mr. McNerney and Mr. Spencer were formerly members of Emery's advertising staff.

'Suburbia Today' Adds Four

Suburbia Today, colorgravure magazine distributed through weekly newspapers, has added four more newspapers to its list: The *Gazette*, Berkeley, Cal.; the *Argus*, Deephaven, Minn.; the *Herald*, Minnetonka, Minn.; and the *Guide*, Willow Grove, Pa. The additions raised to 232 the number of newspapers carrying the magazine.

Whirlpool Sets 8-Page Insert

Whirlpool Corp. will run an eight-page color booklet insert in the September issue of *McCall's* to promote its new Mark XII washers and dryers. A detachable "how to use them" guide, quarter-page size, will be tipped in the booklet, which is made up of four-color horizontal half pages.

Meyers Agency Adds Two

Edward M. Meyers Associates, New York, has been named to handle advertising for Nat Koslow Inc., New York jewelry designer, and for Thomas Lawn Lite Co., Long Island City.

How to make maidens willing (to buy)

It won't do any good to corner the market in roundhouses, or sew up every sawmill in sight. The modern maiden is past-mistress of such crude contretemps.

If you want her to buy your line, you'll have to convince her it will serve her individual purposes, whether to save time and money, or to catch and hold a man.

When it comes to speaking to individuals—maidens, matrons and misters—on a mass basis, no medium serves better than Mass Mail. This versatile medium combines the selectivity and intimate appeal of a personal letter with the broad coverage of other mass media.

Lemarge is one of the pioneers of Mass Mail.

We've refined and sharpened the techniques of market and product testing and research to a near-science. On the basis of small economical tests, returns from each advertising dollar can be accurately predicted.

Our knowledge recently helped a new and different type of cook book to an overwhelming pre-publication sale. We knew the maidens and matrons who needed it, how to convince them, and the fastest, most effective way to get the message to them.

Whether you're selling cook books or cruisers to the consumer market, chances are we can do as well for you.

LEMARGE Mass Mail Specialists

How the "Top 100" rate Chicago newspapers–

★ 91 used the Chicago Tribune

★★ 82 spent more in the Tribune than in any other Chicago newspaper

★★★ 51 spent more in the Tribune than in all other Chicago papers combined

THE TOP Chicago newspaper for the top 100 national advertisers is unquestionably the Chicago Tribune.

Out of a total expenditure of $20,168,719 in all Chicago papers, these leading advertisers invested over $10,000,000 in the Tribune. This is $6,594,592 more than they spent in the Sun-Times; $5,749,284 more than they spent in the News.

Leadership like this doesn't just happen. In a market as important as Chicago, advertisers carefully consider their choice of newspapers.

This $10,000,000 worth of advertising offers rather convincing proof of the Tribune's ability to produce results. For greater sales and profits right now in Chicago, why not put it to work for you?

More readers... more advertising... more results—

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

TOP 100 NATIONAL ADVERTISERS OF 1960

ADVERTISER	Advertising Expenditures IN CHICAGO TRIBUNE	TRIBUNE % of Total Expenditures IN Chicago Newspapers	TRIBUNE Lead over Sun-Times	TRIBUNE Lead over News
★★General Motors Corp.	$784,428	40%	$477,497	$315,696
★★★Procter & Gamble Co.	125,549	53%	72,000	77,272
★★★General Foods Corp.	403,623	52%	266,635	238,266
★★American Home Products	62,015	40%	28,067	29,821
★★Ford Motor Co.	347,348	44%	194,000	189,521
★★★Lever Bros.	156,414	57%	115,131	93,403
★★Chrysler Corp.	353,941	42%	199,856	162,319
★★Colgate-Palmolive Co.	96,630	47%	47,144	63,313
★★R. J. Reynolds Tobacco Co.	180,802	38%	103,728	69,269
★★General Mills Inc.	127,378	45%	48,236	51,766
★★★General Electric Co.	292,736	65%	220,800	231,841
★American Tobacco Co.	48,722	21%	——	——
★★★Bristol-Myers Co.	124,719	80%	121,533	122,663
★★★Distillers Corp.—Seagrams Ltd.	304,112	57%	167,625	237,881
★★★Philip Morris, Inc.	241,347	62%	171,437	171,934
★★American Telephone & Telegraph Co.	66,814	38%	33,429	16,948
★★★Brown & Williamson Tobacco Corp.	99,567	52%	63,420	60,325
★★★P. Lorillard Co.	220,081	55%	157,993	157,597
★★★National Dairy Products Corp.	148,461	61%	117,216	97,232
★★Sterling Drug, Inc.	54,346	50%	25,595	34,477
★★★Kellogg Co.	23,549	57%	18,968	19,493
★★★Campbell Soup Co.	202,321	60%	139,894	146,916
★★★E. I. du Pont de Nemours & Co.	58,344	54%	38,602	30.821
★Miles Laboratories	23,037	32%	——	531
★★★Gillette Co.	48,825	57%	30,965	42,224
★★★Liggett & Myers Tobacco Co.	83,774	57%	61,660	44,495
★★Standard Brands, Inc.	89,713	38%	39,696	28.868
★★★Warner-Lambert Pharmaceutical Co.	51,178	59%	39,536	39.397
★★★Westinghouse Electric Corp.	92,653	54%	67,417	52,267
★★★National Biscuit Co.	29,724	60%	27,929	11,972
★★American Motors Corp.	176,535	44%	115,077	86,167
★★★Eastman Kodak Co.	51,783	59%	50,503	17,352
★★★Corn Products, Inc.	164,527	62%	125,393	106,623
★★National Distillers & Chemical Corp.	224,375	47%	160,025	104,933
★★★Texaco, Inc.	9,668	60%	9,668	7,422
★★★Quaker Oats Co.	143,901	63%	118,076	93,684
★★★Schenley Industries, Inc.	121,917	71%	80,277	118,237
★★Hunt Foods & Industries, Inc.	9,507	36%	7,011	547
★★Goodyear Tire & Rubber Co.	127,073	50%	93,797	46,114
★★★Pillsbury Co.	58,854	52%	33,710	28,850
★★Standard Oil Co. (New Jersey)	66,899	36%	23,769	22,971
★★★Anheuser-Busch, Inc.	58,161	56%	31,377	58,161
★★★Revlon, Inc.	118,895	87%	111,367	112,434
★★★Radio Corp. of America	246,591	64%	220,238	203,264
★★Coca-Cola Co.	25,430	43%	16,330	13,137
★★★S. C. Johnson & Son	15,850	100%	15,850	15,850
★★Shell Oil Co.	82,232	49%	65,701	41,742
★★Armour & Co.	53,449	49%	41,907	17,205
★★★Swift & Co.	92,286	71%	92,286	59,407
Wm. Wrigley Jr. Co.	——	——	——	——
★★★U. S. Steel Corp.	$ 93 811	66%	89,420	62,123
★★★Continental Baking Co.	28,489	60%	28,489	9,660
★★★Jos. Schlitz Brewing Co.	27,720	66%	19,483	27,720
★★Studebaker-Packard Corp.	69,494	43%	42,487	28,956
★★★Pepsi-Cola Co.	134,670	55%	79,785	90,519
★★Lestoil Products, Inc.	1,621	40%	400	417
Alberto-Culver Co.	——	——	——	——
★★Standard Oil Co. (Indiana)	186,746	47%	125,521	112,784
★Ralston Purina Co.	7,819	32%	214	——
★★★Nestle Co.	24,325	58%	16,270	19,587
★B. F. Goodrich Co.	4,531	9%	——	——
★★Hiram Walker-Gooderham & Worts	103,140	39%	28,413	50,925
★★Aluminum Co. of America	28,104	46%	17,416	14,286
★★Carnation Co.	9,023	33%	1,779	3,883
★★★Carter Products, Inc.	7,277	95%	7,277	7,277
★★Firestone Tire & Rubber Co.	88,103	39%	48,078	23,661
★★★Johnson & Johnson	38,638	62%	32,347	25,865
★★★Scott Paper Co.	46,736	71%	46,736	27,344
★★J. B. Williams Co.	14,624	36%	9,541	5,507
★★★Dow Chemical Co.	57,008	56%	57,008	12,567
★★★Richardson-Merrell, Inc.	40,221	58%	30,486	27,177
★★★Armstrong Cork Co.	6,244	73%	6,244	5,034
★★★Kimberly-Clark Corp.	38,540	68%	24,324	34,428
★★★H. J. Heinz Co.	86,827	62%	65,952	60,178
★★★Chesebrough-Pond's, Inc.	26,849	67%	26,849	21,989
★★★Borden Co.	30,120	67%	27,848	20,286
American Chicle Co.	——	——	——	——
★★★Beech-Nut Life Savers, Inc.	9,642	79%	8,730	8,751
★★★Sperry Rand Corp.	20,105	91%	19,032	19,299
American Cyanamid Co.	——	——	——	——
★★Stanley Warner Corp.	15,490	47%	10,474	10,686
★★★Columbia Broadcasting System, Inc.	259,886	54%	187,040	145,471
★★★Prudential Insurance Co.	57,276	51%	27,688	34,297
★★Kaiser Industries Co.	5,392	44%	3,829	2,199
★Helene Curtis Industries	18,940	27%	——	436
★★★Union Carbide Corp.	15,036	58%	13,333	11,250
★California Packing Corp.	20,770	22%	——	——
★★Reynolds Metals Co.	44,568	49%	36,552	18,447
★★★Gulf Oil Co.	29,465	66%	21,077	22,754
Bayuk Cigars	——	——	——	——
★★Sears Roebuck & Co.	1,432,091	48%	900,773	787,911
★Simoniz Co.	8,108	15%	——	——
Falstaff Brewing Corp.	——	——	——	——
Block Drug Co., Inc.	——	——	——	——
Theo. Hamm Brewing Co.	——	——	——	——
★Minnesota Mining & Mfg.	5,544	28%	159	——
★★★U. S. Rubber Co.	39,643	98%	39,643	39,015
★General Telephone & Electronics Corp.	5,232	37%	3,000	——
★★Plough, Inc.	44,332	40%	14,994	19,423
Carling Brewing Co.	——	——	——	——
TOTAL	$10,022,284	50%	$6,594,592	$5,749,284

Advertisers are listed in order of total 1960 National Advertising expenditures

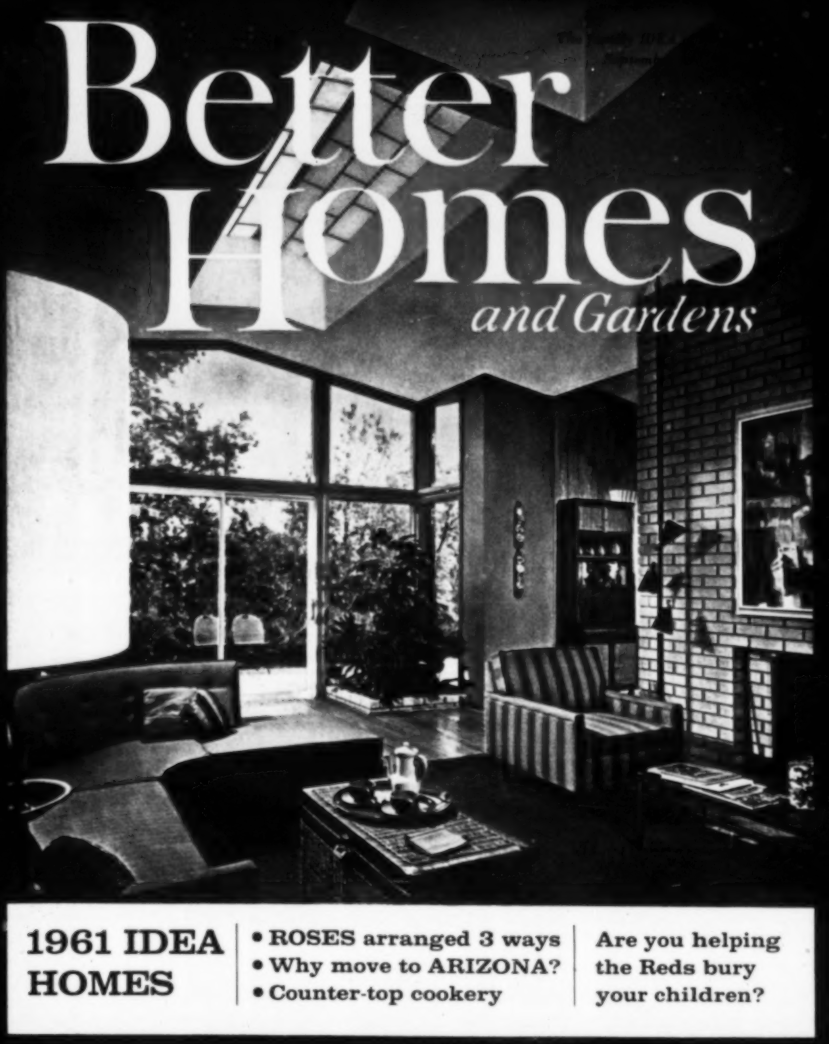
THE FAMILY IDEA MAGAZINE

They spring at you from every page of Better Homes and Gardens. Ideas! Just glance through a copy. You'll find ideas about food, furnishings, building, gardening, travel and *purposeful puttering* – all compellingly presented to interest you, your wife, *anyone* who is wrapped up in family living.

Nearly 15 million men and women—*like that*—turn to the pages of BH&G month after month. Actually, during the year, a *third of America* —the family-centered, top-spending third—looks to Better Homes and Gardens for ideas about what to do and what to buy for a happier family life, at home or away from home.

And all this makes BH&G a very, very profitable place for advertisers to display what they want to sell. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.*

Where America shops for IDEAS that make SALES



Better Homes and Gardens

1961 IDEA HOMES

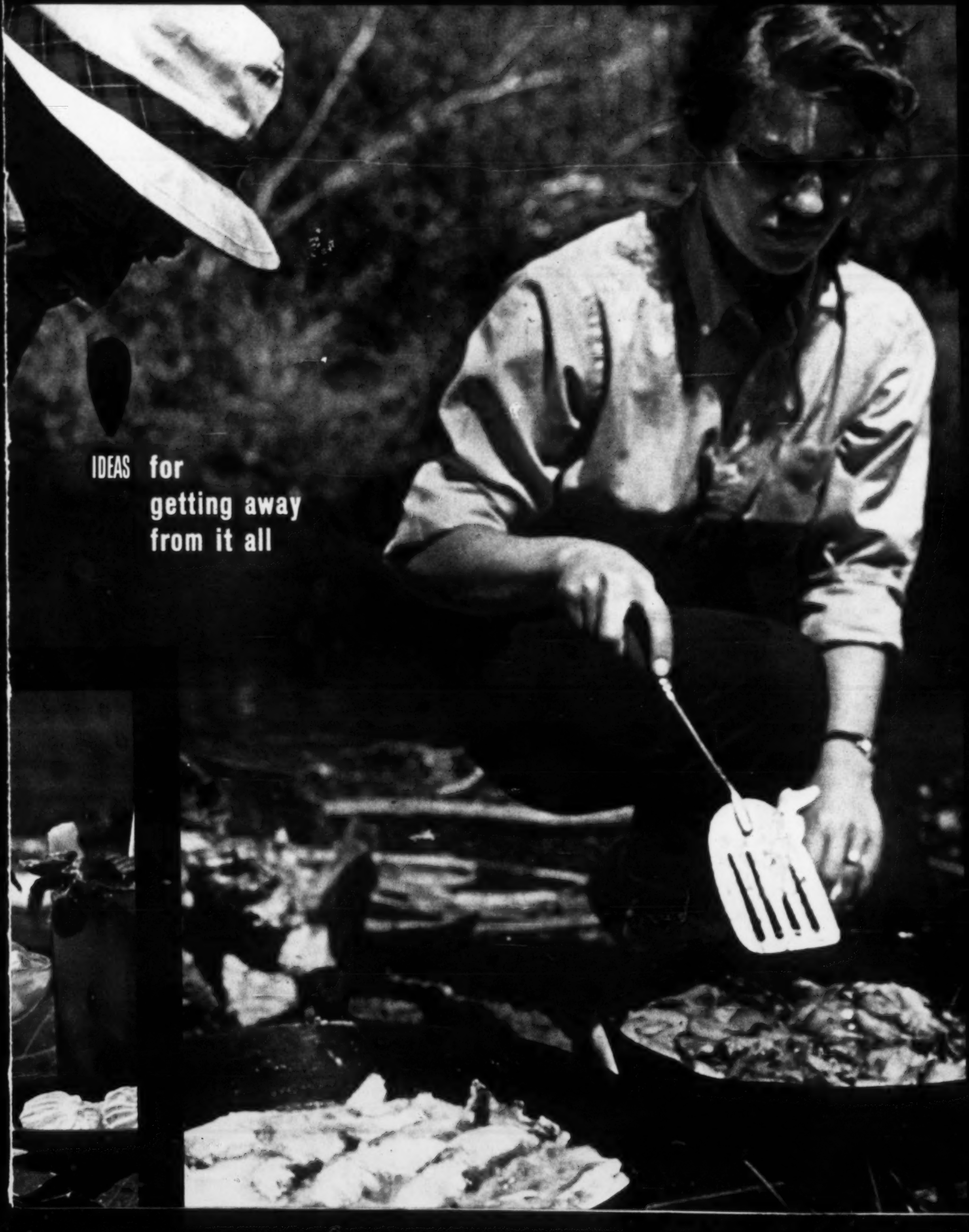
- ROSES arranged 3 ways
- Why move to ARIZONA?
- Counter-top cookery

Are you helping the Reds bury your children?

NOW 9 EDITIONS AND OVER 5,250,000 COPIES EVERY MONTH

IDEAS for status-seekers' bathrooms
IDEAS that'll frost you on hot summer days

IDEAS to help make a house a home


IDEAS for getting away from it all

IDEAS IN ACTION

A gracious look can be a part of even the most modern kitchen

The kitchen is probably your most modern room—but it can still look traditional. Here, bold color and American primitive paintings set the mood in a kitchen eating area.

Have an indoor winter plant that can "summer" in the patio

For a strong accent, use the elegant *Licuala*. The pleated fans can reach 2-3 feet in width, creating that bold, massive effect that is so often needed. *Licuala* is a prize palm for a pot, which you can move to the patio or sink in the ground during the summer for a lush, naturalistic touch of the tropics.

'Sunday Journal,' 'Oregonian' Merge in Portland

M. J. Frey, president of the Oregonian Publishing Co., which earlier this month bought the *Oregon Journal* (AA, Aug. 14), has announced the merger of the *Sunday Journal* with the *Sunday Oregonian*, effective Aug. 27. The *Oregon Journal* will be continued as an evening daily newspaper six days a week. The *Sunday Oregonian* will add *This Week Magazine*, comics and selected features from the *Sunday Journal*. This enlarged Sunday package will be offered to readers of both Sunday newspapers. Price has been increased from 15¢ to 20¢. Allowing for duplication and other factors, a *Sunday Oregonian* circulation of more than 400,000 is indicated as a result of the merger.

VITA
HERRING
VITA HERRING FILLETS
FLIP
IT'S READY!

FLIP—*Vita Food Products will place this 24-sheet poster for Vita herring in 720 locations in the New York area this fall. The posters show Vita herring fillets in wine sauce on a bed of lettuce with tomatoes and onion rings. The posters follow a newspaper and radio campaign from May to July. Charles W. Hoyt Co., New York, is the agency.*

Hudson Boosts Rates

Hudson Publishing Co., Los Altos, Cal., has announced new rate schedules, effective with the January, 1962, issues of *Building Products* and *Building Products Dealer*. A one-time b&w page in *Building Products* will go from $885 to $995, with a 10% circulation increase. A one-time b&w page in *Building Products Dealer* goes from $650 to $735, with a circulation increase in excess of 10%.

Visual Dynamics Names SL&A

Sanders, Lowen & Alexander has been retained by Visual Dynamics Corp., New York, as agency for Phono-Visor, an audio-visual unit which projects color pictures on its own screen in synchronization with lp hi-fi records. The company will use newspapers, magazines, radio & tv in its national campaign. There was no previous agency.

Bridal Originals Sets Push

Bridal Originals, St. Louis, manufacturer of bridal apparel, will use a new ad technique, effective with fall issues of bridal magazines. Each ad will show a selection of eight gowns, keyed to personality types, Datche Advertising Co. is the agency.

Morris to Chapman-Nowak

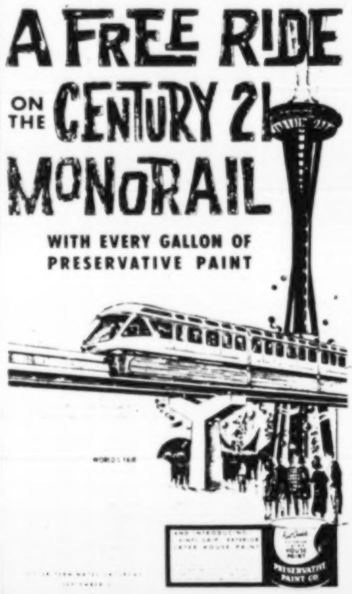
Chapman-Nowak & Associates, Syracuse, has been named to handle advertising for Morris Machine Works, Baldwinsville, N. Y., manufacturer of centrifugal pumps.

Preservative Paint Offers Century 21 Rides as Incentive

SEATTLE, Aug. 22—In what is believed to be the first direct tie-in between an advertiser and the Seattle world's fair which opens next April, Preservative Paint Co. broke a campaign today that offers a free ride on the Century 21 mono-rail with every gallon of Preservative paint bought before Labor Day.

Tickets for the mono-rail are not yet established, and neither is the price—whether 50¢ or $1 a ride—but Preservative's dealers will hand out certificates that can be exchanged later for tickets.

Copy suggests that Preservative makes the offer "in the hope it will induce you to paint your home to help make our Northwest communities the World's Fairest before the big show opens in 1962." The world's fair, also called Century 21, will run for six months in 1962.



■ The campaign opened with two-color advertising in the *Seattle Post Intelligencer* and *Seattle Times* and with b&w units in 10 other Washington dailies. It also uses radio, via KOMO and KVI, Seattle.

McCarty Co. of Washington is the agency. ■

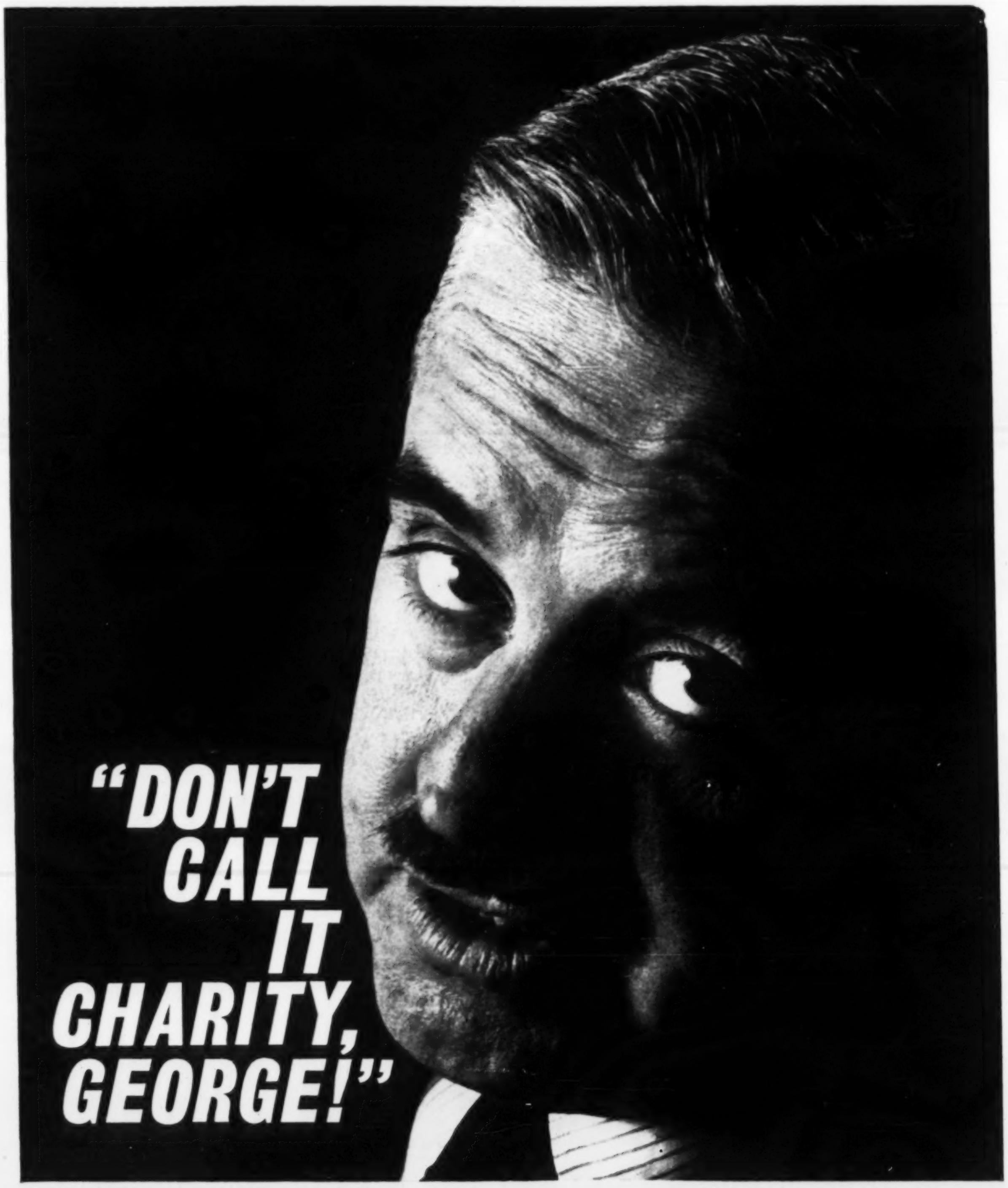
Robling Succeeds Kogan at Encyclopaedia Britannica

John S. Robling, director of National Library Week since 1957, will join Encyclopaedia Britannica Inc., Chicago, as director of company relations on Aug. 28. He will succeed Herman Kogan, who is resigning to complete some outside writing assignments, including a history of Abbott Laboratories to be published in 1963.

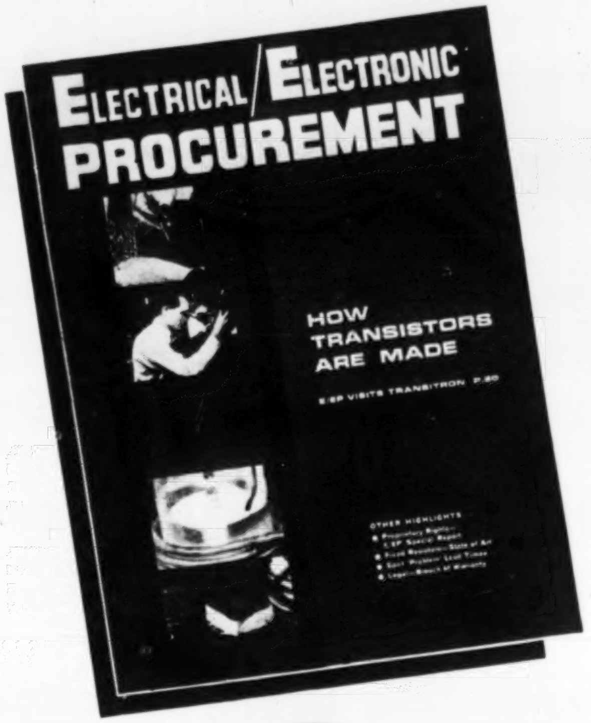
Mr. Robling previously had been advertising director of *McCall* Corp's. pattern division and public relations manager of Meredith Publishing Co. Mr. Kogan, formerly with the *Chicago Sun-Times* before joining Encyclopaedia Britannica, is author of the "The Great Eb," a history of Encyclopaedia Britannica, and with Lloyd Wendt, editor of *Chicago's American*, of "Give the Lady What She Wants," a history of Marshall Field & Co., and other books.

Weir Adds Obear; Names VP

Weir Advertising, Los Angeles, has been named to handle advertising and public relations for Obear & Sons Sales, Inglewood, Cal., manufacturer of precision cutting and threading equipment. Weir has appointed C. M. Grove, formerly with Van der Boom, Hunt & McNaughton and Compton Advertising, a vp.


"DON'T CALL IT CHARITY, GEORGE!"

"Contributions to the United Fund are really investments! Sure, charity takes the edge off hunger and misery. And that's necessary. But the agencies of the United Fund go way beyond that. They give the help that gets people back on their feet, makes them productive members of the community again. So it makes good sense to give the United Way—as an investment in a stronger, more prosperous community. Besides, that's the American way: to take care of our own, right at home. Our company makes a contribution, urges its employees to join in and makes it convenient through payroll payments. This once-a-year appeal cuts down the confusion of separate drives, too. It's more than a charity, George. It's an investment—and a duty—for your business and mine!" **GIVE THE UNITED WAY**



ELECTRICAL/ELECTRONIC PROCUREMENT

HOW TRANSISTORS ARE MADE

E/EP VISITS TRANSITRON P.20

OTHER HIGHLIGHTS

Now...

ELECTRICAL/ELECTRONIC PROCUREMENT

Joins

Ojibway press, inc.

LAST WEEK Ojibway Press announced the acquisition of *ELECTRONIC TECHNICIAN and INDUSTRIAL ELECTRONIC ENGINEERING AND MAINTENANCE*. In the weeks previous to that we had announced the purchase of *HOSIERY AND UNDERWEAR REVIEW, LINGERIE MERCHANDISING and CATHOLIC PROPERTY ADMINISTRATION.*

Now we're pleased to announce the purchase of *ELECTRICAL ELECTRONIC PROCUREMENT* from Rogers Publishing Company, a division of Cahners Publications. This latter acquisition forms a group of three outstanding publications in the electronic field which we have had under consideration for some time. In one unit it permits us to provide an outstanding service to the three separate phases of this industry that would not otherwise be possible.

Howard Reed, the publisher, and Al Forman, the editor of *ELECTRONIC TECHNICIAN and INDUSTRIAL ELECTRONICS ENGINEERING AND MAINTENANCE*, will assume the duties of publisher and editor respectively of *ELECTRICAL ELECTRONIC PROCUREMENT*. Other staff assignments will subsequently be made to assure a comprehensive service to both advertisers and readers.

The editorial and sales offices of our three electronic publications will be located in Ojibway's New York offices at 480 Lexington Avenue, while the production, accounting, circulation and promotion departments will move to Ojibway's headquarters in Duluth.

Each of the six publications acquired during the past few weeks is an undisputed leader in its field. With these acquisitions and others to be subsequently announced, Ojibway continues its program to create one of the nation's leading publishing companies.

OJIBWAY PRESS, INC.

one east first street
duluth 2, minnesota

DIRECTORS . . .

Royal Alworth, Jr.
Vice President
Oneida Realty Co.

Homer Collins
Investments

Robert Edgell
Executive Vice President
Davidson Publishing Co.

C. E. Fuller, Jr.
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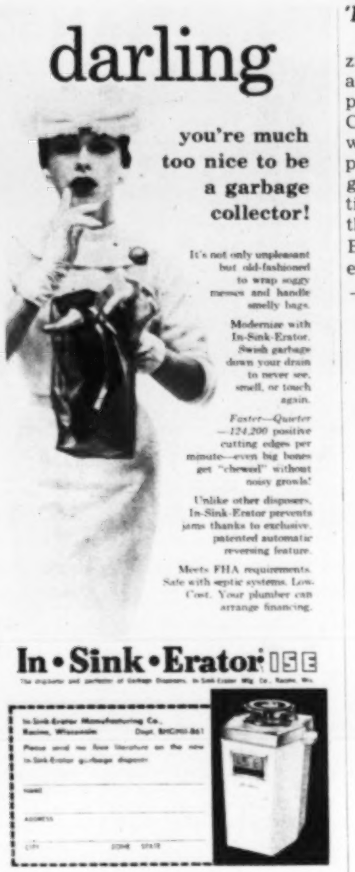
Nat Polinsky
President,
Minnesota Woolen Mills

J. G. Sellwood
Chairman of the Board
Northern City National Bank

Herschel Fryberger
Partner,
Fryberger & Fryberger


darling
you're much too nice to be a garbage collector!
It's not only unpleasant but old-fashioned to wrap soggy messes and handle smelly bags.
Modernize with In-Sink-Erator. Swish garbage down your drain to never see, smell, or touch again.
Faster—Quieter—124,200 positive cutting edges per minute—even big bones get "chewed" without noisy growls!
Unlike other disposers, In-Sink-Erator prevents jams thanks to exclusive, patented automatic reversing feature.
Meets FHA requirements. Safe with septic systems. Low Cost. Your plumber can arrange financing.
In • Sink • Erator ISE

MESSY—*In-Sink-Erator Mfg. Co., Racine, will use this two-color ad in Better Homes & Gardens, Sunset Magazine and six annuals this fall to promote its line of garbage disposers.*

'Darling' Motif Is Back Again in Ads for In-Sink-Erator

RACINE, WIS., Aug. 22—The darling with the garbage bag will again be featured in the fall advertising campaign for In-Sink-Erator Mfg. Co., maker of garbage disposers.

The "darling" theme was used for four years before being shelved last year while the company concentrated on introducing its new model disposers.

Two-color half pages will run in *Better Homes & Gardens* in September and *Sunset Magazine* in October. The coupon-bearing ads are also scheduled for the following annual books: *Better Homes & Gardens Home Improvement Ideas, Better Homes & Gardens Kitchen Ideas, Home Modernizing Guide, House & Garden Book of Building, House Beautiful Building Manual* and *New Homes Guide*.

In addition, trade ads are scheduled for *American Builder, Architectural Record, House & Home, NAHB Journal* and *Practical Builder*.

A dealer promotion is also planned, with dealers eligible for free gifts with the sale of six or more In-Sink-Erators.

Peitscher, Janda & Associates, Chicago, is the agency. #

Turbomatic Names Brady

Turbomatic Inc., Minneapolis, manufacturer of water treating and water conditioning equipment, has named Brady Co., Appleton, Wis., to handle its advertising. The new corporation is the result of a merger between H. M. Mueller Corp. and the old Turbo-Matic Co.

WIN THE
NEVADARAMA
SILVER MINE

'Remodeling Business' Bows

Remodeling Business, a magazine for the home improvement and remodeling industry, has been published by Larser Publishing Co., Orange, N. J. The publication, which appeared in March and July, plans an October issue, and will go monthly in January, 1962. One-time b&w page rate is $595, and the four-color page costs $1,075. Bleed or a special position is 10% extra. The magazine is circulated without charge to more than 25,000 qualified contractors, the publisher said.

Farson Adds Exhibit Account

Farson, Huff & Northlich, Cincinnati, has been appointed to handle advertising and public relations for Laundry & Cleaners Allied Trades Exhibit Corp., Newark, N. J. The organization, which sponsors regional laundry and dry cleaning expositions, is planning its next show in Public Auditorium, Cleveland, Sept. 29 through Oct. 1.

Beckman, Koblitz Adds One

Beckman, Koblitz Advertising, Los Angeles, has been named to handle advertising for Nic-L-Silver Battery Co., Santa Ana, Cal., distributer of Sun Power batteries. Current billings total $200,000 with tv advertising scheduled on KTTV, Los Angeles; KGO-TV, San Francisco; KING-TV Seattle; KXTV, Sacramento; and XETV, San Diego.

Gillaspy Turns Packager

Richard Gillaspy, a producer-director at NBC Television for many years, has opened a new tv packaging company, Seven League Productions, with offices at 550 Fifth Ave., New York. His first project is "Miss 1962," a tv beauty contest show, which is being readied for syndication.

'Life' to Boost Rate Base

Life will raise its circulation rate base from 6,700,000 to 7,000,000, effective with its Feb. 16, 1962, issue. The current base has been in effect since September, 1960. Cost of a one-time b&w page will go from $31,150 to $33,195; a four-color page will jump from $47,050 to $50,140. According to James J. Dunn, advertising manager, *Life* issues next February will be running about 7,200,000. The weekly net paid average for the first six months of 1961 was 6,931,000, he said.

Ball Succeeds Wiedenkeller

Gene S. Ball, formerly advertising director of H. A. Marr Grocery Co., has been appointed promotion manager of KLZ, Denver, replacing Jerry Wiedenkeller. Jim Seaney continues as promotion manager of KLZ-TV. Earlier ADVERTISING AGE erroneously reported that Mr. Ball had taken over the duties formerly handled by Mr. Seaney.

Vagabond Homes Sets Drive

Vagabond Mobile Homes, New Hudson, Mich., will introduce its new commercial unit with ads in September and October issues of *American Motel*, *Banking*, *Construction Equipment* and the *Journal of the American Medical Assn.* Richard N. Meltzer Advertising is the agency.

Hyatt Bearings Boosts Wardell

Charles C. Wardell, ad manager of Hyatt Bearings division of General Motors Corp., has been promoted to the new position of merchandising manager. He will take on the additional responsibility for all service sales activity. This involves foreign sales through General Motors' overseas operations, service distribution through United Motors Service division, as well as Canadian service sales.

Out-of-Home Radio Use Grows, Christal Station Study Finds

NEW YORK, Aug. 23—There has long been a clamor for a more positive, less destructively competitive approach to broadcast selling. A major step in this direction has been taken by Henry I. Christal Co. and five of the radio stations it represents.

■ Detailed tabulations and analyses are still in the process of completion, but these general findings already have emerged: (1) Radio's out-of-home audience is greater than many earlier studies have indicated; (2) practically everybody listens to radio at some time during the week; and (3) fm set ownership is growing, but at a tempered pace.

In their new effort to evolve a qualitative measurement of radio that veers away from the emphasis on ratings, Christal and some of its stations will publish findings that provide data on the radio medium in each market and on the audience of the sponsoring station. There will be no audience figures for competing stations in the market.

Due out in September, this study, like a similar one made in 1955 by three Christal-represented stations, was conducted by Alfred Politz Research (AA, May 23, '55). The interviewing was done early this year.

■ Sponsoring stations are WGY, Schenectady; WBEN, Buffalo; WJR, Detroit; WTIC, Hartford; and WTMJ, Milwaukee. Each station paid more than $15,000 for the study, covering a sample of upwards of 1,000 in each market. WJR and WGY also participated in the 1955 analysis.

The study sought to determine:

- The kinds and number of people who listen to radio and to the sponsoring station in the course of an average week.
- Places and times of day that these people listen to radio and to the individual station.
- People's awareness of the qualitative attributes of an individual radio station in terms of programming, service to listeners and to the community at large. #

Plant Engineering

SELL MANAGEMENT, THEY SAY...

But somehow management gets pretty far
removed from things like electronic controls,
filtration systems, leaking roofs, and such.
So it's also a good idea
to sell the man the boss hired
to tell him what he should do. The man
who reads the answers each month in . . .

NOW BACON'S CLIPS NEWSPAPERS

offers expanded coverage!

All the daily newspapers covering the nation's manufacturing and marketing areas. Now you can get accurate coverage of **both NEWSPAPERS and MAGAZINES** with **one** bureau — BACON'S, the national standard for reliable clipping service.

Send for MARKET AREA MAP

Full details on BACON'S expanded coverage. Lists **every** magazine and newspaper we read. Map shows market areas covered by newspapers on our list. Send today for free copy.

BACON'S CLIPPING BUREAU
14 E. Jackson • Chicago 4
WA 2-8419

Economic Pressure of Negro Consumer Expanding: Grayson

CHICAGO, Aug. 22—A suggestion that Negroes employ "invest-in" economic activity as another tool in the "struggle for first-class citizenship" was made last week by William P. Grayson, vp and eastern advertising manager of Johnson Publishing Co., Chicago.

"In the fight to eliminate discrimination and segregation, we might give thought to the effectiveness of our individual application of the economic technique," Mr. Grayson said, addressing a convention of Alpha Kappa Alpha, national Negro sorority.

"Along with our freedom riders, sit-ins, pray-ins, wade-ins, we suggest the 'invest-in' counterattack."

He said the Negro market consists of a population of 19,500,000, with $20 billion to spend. Half the Negro population is in 78 major markets and comprises more than 25% of the total population for those cities. "The Negro market is big and probably will increase to 10% of the gross national product—an increase of about $7 billion," he said.

■ "Today the economic strength of the Negro consumer is realized. It is a market that is recognized as important to many industries, vital to the success of many advertising campaigns and essential to the very existence of some major corporations."

In a 10-city survey of comparable families, Mr. Grayson said, it was found that Negro families spend an average of $90.48 per year for soft drinks, while white families spend $22.

"Negro market families annually spend $88.40 for cosmetics and toiletries, compared with $11 spent by equal-income white families," he said.

"A major cigaret brand, a premium-price men's shoe, a popular brand of blended whisky are a few examples of the many product types that are virtually dependent upon our continued purchases and preferences," he said. "For that matter, the whole scotch [whisky] industry sales total in the U.S. would drop 57% if, overnight, we decided to go on the wagon."

■ As increased earnings add to the total Negro market purchasing power, Mr. Grayson said, industry "will become more active in wooing the Negro consumer. Inevitably, a larger part of promotional dollars will be earmarked for advertising to the Negro market.

"Industry should know that the Negro consumer wants recognition," he said. "Our studies indicate that Negro readers of a dozen or more different magazines find high class Negro models in a Negro magazine more appealing and interesting than white models." ≠

WHIRLPOOL LISTENS
Read what McCall's has to say

WHIRLPOOL SPECTACULAR—*Whirlpool Corp. will run this unusual ad for its laundry appliances in the September issue of McCall's and the October issue of Better Homes & Gardens. The ad is a horizontal half-page spread plus a foldout tip-in of eight quarter pages, which contains results of McCall's Use-Tests for Whirlpool washers and driers. Kenyon & Eckhardt, Chicago, is the agency.*

Available Now

Unusual Rental Offering

FILM, PHOTO or RECORDING STUDIO SPACE

Near North Side Prestige Location
Within Walking Distance of
Chicago's "Loop."

56 E. Superior St.

- Ground Floor
- 15 Foot Ceiling Studio
- 7 Executive Offices
- Private Truck Entrance
- 8,325 Square Feet
- Convenient to Public Transportation & expressways

—located in—
Advertising Age's
Advertising Center

Call Mr. Linder
WHitehall 4-7373

Browne & Storch
Managing Agents
919 North Michigan Ave.

Northwest Ad Council Elects

John H. McGuire, John H. McGuire Advertising Agency, St. Paul, has been elected president of Northwest Council of Advertising Agencies. Also elected are Harry Johnson, Campbell-Mithun, vp; Art Gruber, Art Gruber Associates Advertising, secretary; and Maurice McCaffrey, McCaffrey Advertising, treasurer.

Bucyrus-Erie Appoints Waack

Donald W. Waack, formerly assistant sales development manager of Schield Bantam Co., Waverly, Ia., has been named manager of sales promotion of Bucyrus-Erie Co., South Milwaukee, Wis.

American Heritage Publishing Sets Stock Offering Oct. 18

American Heritage Publishing Co., New York, has filed a registration statement with the Securities & Exchange Commission covering 140,000 shares of the company's common stock to be publicly offered in late October. Of these, 65,000 are being sold by stockholders; the other 75,000 are new shares. The company publishes "American Heritage" and "Horizon" (bimonthlies), annuals and a children's line.

According to a preliminary prospectus, the 140,000 shares will be offered Oct. 18 at about $15 a share and "will be used for working capital and may be used in connection with possible acquisitions."

Storer Shifts Carino, Others

Lawrence M. Carino has been named managing director of WJBK-TV, Detroit, succeeding William Michaels, who recently was named a regional vp of Storer Broadcasting Co. in charge of WJW-TV, Cleveland; WSPD-TV, Toledo; and WJBK-TV. Mr. Carino formerly was general manager of WWL-TV, New Orleans. In another move Keith T. McKenney, formerly general sales manager of WJBK-TV, was named general manager of WSPD-TV, succeeding Joseph Evans, who was named general manager of Storer Films. At WWL-TV, J. Michael Early, a labor-management consultant to the station for 20 years, has been named acting manager of WWL-TV.

Gary Daily Boosts Rates

The Gary Post-Tribune, Gary, Ind., has raised its general advertising rates from 28¢ to 30¢ per line, effective Oct. 1. The *Post-Tribune* offers bulk and frequency discounts to advertisers.

Big British Advertisers Spend More, Stress TV

Budgets Zoomed 24% in '60, Saward Baker Data Show; Unilever Was No. 1

LONDON, Aug. 22—Britain's largest advertisers made whopping increases in their ad budgets in 1960. And they put most of this extra money into television.

These two trends stand out in the latest ranking of the 20 leading British advertisers. This compilation is made annually by the research department of Saward Baker & Co., working from published figures on product expenditures in newspapers, magazines and television.

Heading the list, as usual, is Unilever Ltd., which spent, through its vast complex of companies, a total of $36,780,000 on advertising here in 1960. This represented a 24% gain over its 1959 expenditure in measured media.

Unilever spent twice as much as the No. 2 advertiser, the Beecham Group, which increased its expenditures 26%, to a total of $17,752,000.

Thomas Hedley & Co., British subsidiary of Procter & Gamble, again occupied third place with an expenditure of $14,630,000, a gain of 19% over 1959.

■ Spectacular increases in advertising were made by tobacco and candy companies. Imperial Tobacco, the industry leader, expanded its budget 52%, while Gallaher Ltd., the second largest tobacco manufacturer, hiked its expenditures 39%.

Cadbury, Britain's largest chocolate manufacturer, spent 39% more on advertising in 1960 than in 1959, while its closest competitor, Rowntree, pushed its budget up 86%. Nestle advertising increased 63%.

The media breakdown shows clearly that television is now the favorite medium of the big-budget advertisers. Unilever put 69% of its budget into tv in 1960, compared with 58% in 1959; Beecham put 79% of its advertising in tv, compared with 71% in 1959. Hedley, which had been spending 87% of its funds in tv in 1959, increased this proportion to 94% in 1960; Mars had 93% of its budget in tv, compared with 74% in 1959.

■ Analyzing these figures, the *Financial Times* commented: "Moves like these have also contributed to the present dominance of the largest national advertisers in the world of tv advertising and the growing impression that tv is the rich man's medium.

"Concentration by the big companies is such that half the advertising time on television is taken up by no more than 20 companies. Nothing like this concentration is to be found in press advertising. The same 20 companies account for less than one-sixth of all newspaper and magazine advertising."

20 Largest British Advertisers

Expenditures in Newspapers, Magazines and Television

(000 Omitted)

	1960	1959		1960	1959
Unilever	$36,780	$29,713	J. Lyons	$ 3,830	$ 2,959
Beecham	17,752	14,039	Imperial Chemical	3,768	2,881
Thos. Hedley	14,630	12,264	Kellogg	3,676	3,169
Imperial Tobacco	14,000	9,217	Colgate-Palmolive	3,662	3,136
Cadbury	8,881	6,370	Associated Electrical Industries	3,231	2,352
Mars	8,190	7,747	Alfred Bird	3,150	2,483
Rowntree	[illegible]	4,247	Dunlop	3,119	3,144
Nestle	6,280	3,841	British Motor Corp.	2,931	2,293
Reckitt & Colman	5,927	4,278	Co-operative Wholesale Society	2,746	1,671
Shell-Mex & B.P.	4,687	4,410			
Gallaher	4,466	3,200			

Press, TV Compared

Use by 10 Top British Advertisers

	Press	TV	Press	TV		Press	TV	Press	TV
	1960		1959			1960		1959	
Unilever	31%	69%	42%	58%	Mars	7%	93%	26%	74%
Beecham Group	21	79	29	71	Rowntree	26	74	7	93
Thos. Hedley	6	94	13	87	Nestle	57	43	59	41
Imperial Tobacco	41	59	46	54	Reckitt & Colman	56	44	61	39
Cadbury	35	65	48	52	Shell-Mex & B.P.	66	34	60	40

Van Munching, Selling Scotch, Tells History of Horse Race

Van Munching Imports, New York, will run a test campaign this fall to promote St. Leger Scotch whisky. Newspaper ads scheduled for New York, Chicago, Los Angeles, Buffalo, and Dallas will feature the history of the St. Leger Stakes, famous horse race which began in Doncaster, Scotland, in 1776. Van Munching said if the test is successful the campaign will be extended nationally. MacManus, John & Adams is the agency.

WIN THE
NEVADARAMA
SILVER MINE

Newsprint Total Drops

U. S. newsprint consumption for the first seven months of 1961 decreased to 4,144,584 tons from 4,249,048 tons in the same period last year. For the month of July, newsprint dipped to 550,471 tons compared with 559,597 the same month a year ago, according to the American Newspaper Publishers Assn.

Congoleum Names Romaine

Jerome W. Romaine, formerly account executive of W. N. Hudson Advertising, Essex Falls, N. J., has been named sales promotion manager of Congoleum-Nairn, Kearny, N. J., manufacturer of floor and wall coverings.

Central Names Rollins

Central Broadcasting Co. has appointed Bill Rollins manager of its new station, WSVM, to be built at Valdese, N. C. Mr. Rollins has been with another Central station, WCGC, Belmont, N. C.

San Francisco Chronicle
LARGEST DAILY
CIRCULATION
IN
NORTHERN CALIFORNIA

WHO BUYS ELECTRIC SHAVERS IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: ELECTRIC SHAVERS TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS: MEN 34.0% (176,086) — WOMEN 12.5% (64,737)

CHARACTERISTIC	ELECTRIC SHAVER USERS		DAILY NEWSPAPER COVERAGE		
	MEN	WOMEN	POST	CHRONICLE	PRESS
INCOME					
Less than $3000	9.0%	2.4%	21%	23%	14%
$3000 - $4999	31.3	9.3	32	34	19
$5000 - $6999	41.9	15.9	45	39	22
$7000 or more	56.1	26.5	59	47	17
AGE (Head of Household)					
Less than 35	40.9%	14.9%	37%	36%	14%
35 to 50	38.0	15.2	39	34	20
50 or more	22.9	7.4	36	37	20
FAMILY SIZE					
1 or 2	22.8%	7.3%	36%	36%	17%
3 or 4	40.8	16.0	41	37	20
5 or more	35.4	12.5	35	33	18
OCCUPATION					
White Collar	49.0%	39.0%	49%	42%	20%
Blue Collar, Skilled	35.5	26.5	35	35	22
Unskilled & Farm	19.6	12.0	28	27	9
Other	14.1	6.9	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, March-June, 1960
Sales Management Survey of Buying Power, May 10, 1961

A neat 34% of the men (and 12.5% of the gals) who make up the 517,900 households in the Houston market own an electric shaver . . . and to firms that manufacture power razors, that's a pile of plug-ins.

But sheer numbers are only a minor measure of a market.

The real makeup of a market appears when you strip away the foliage and get down to the underlying characteristics of market performance for a particular product and brand.

And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells appliance manufacturers that men (and women) in the Houston market who rely on electric razors for that clean-cut look, tend to enjoy higher incomes, fall into the middle or younger age groups, are part of medium sized families and are primarily white collar folks.

It also tells electric shaver advertisers that the same characteristics that apply to their customers apply to readers of THE HOUSTON POST.

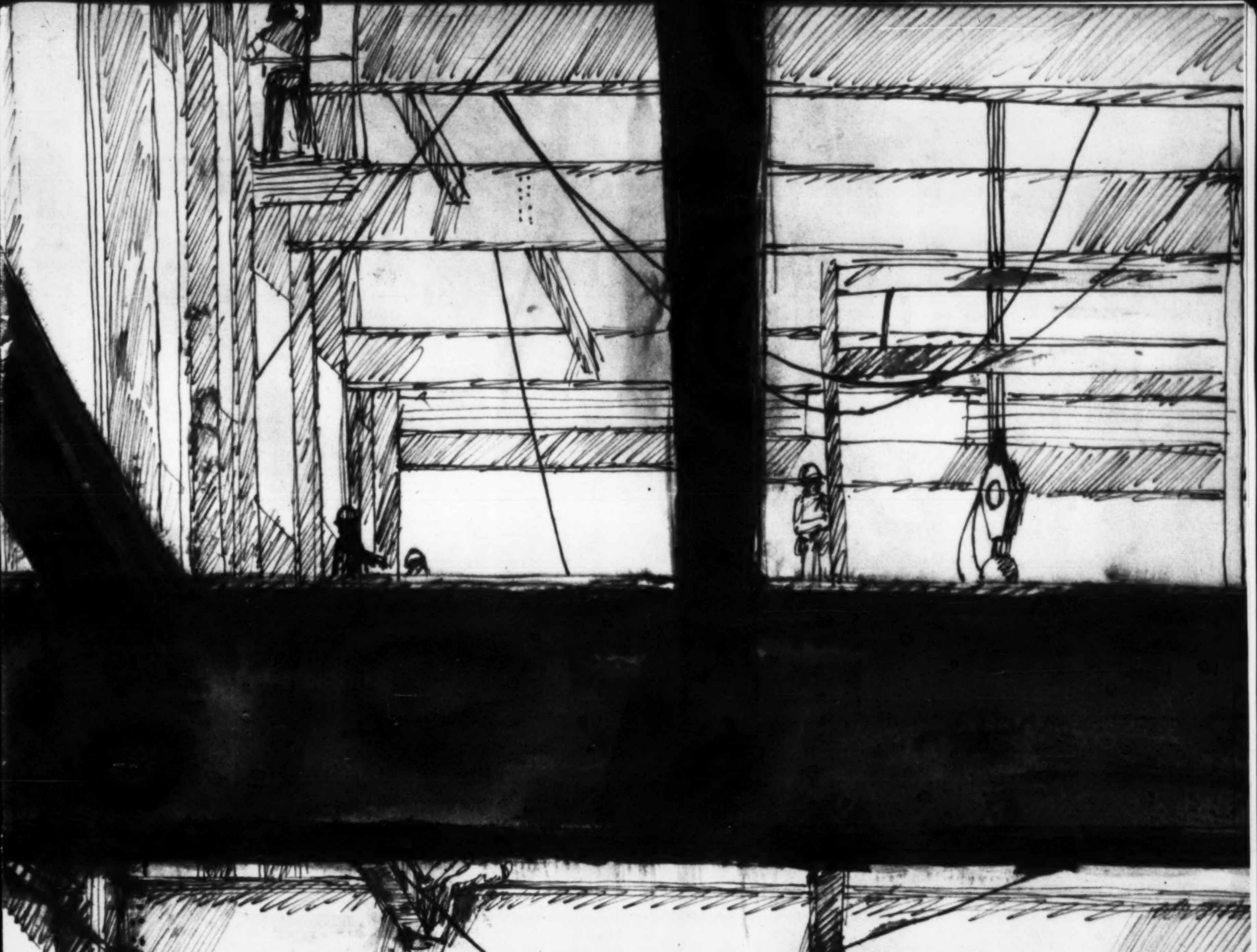
Whether you're selling razors or ranges, tea or toothpaste, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your product or brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER, DAILY AND SUNDAY

World's largest office building: Pan Am Building, New York—Wash and line drawing on location by Thomas B. Allen

In building and construction, if you're important, you

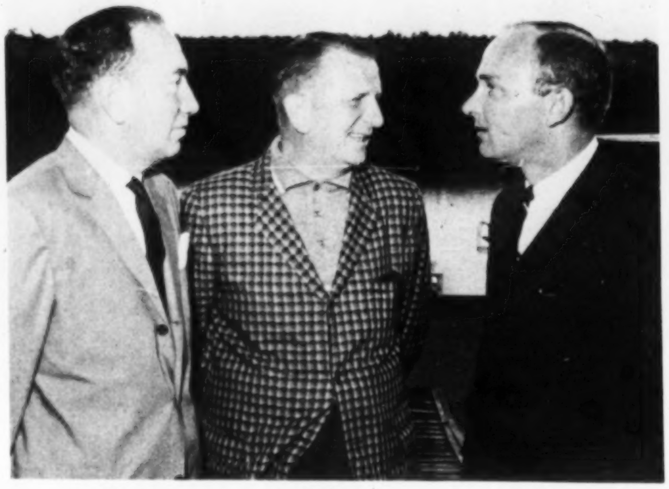


read ***Engineering News-Record****, or advertise in it . . . or both.*

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, New York ABC/ABP

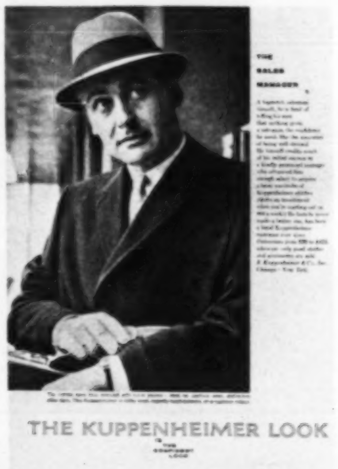
PHOTO REVIEW OF THE WEEK

POSTER EXHIBIT—*A. Stein & Co., Chicago, manufacturer of Perma-lift foundation garments, is sending this traveling poster art exhibit to department stores across the country. The display features changes in fashions since 1850 as shown in American, French and German posters, and the final panel is a life-size photo of a girl in a Perma-lift Magicool girdle and bra. Ruder & Finn, New York, Stein's public relations agency, is handling the promotion.*

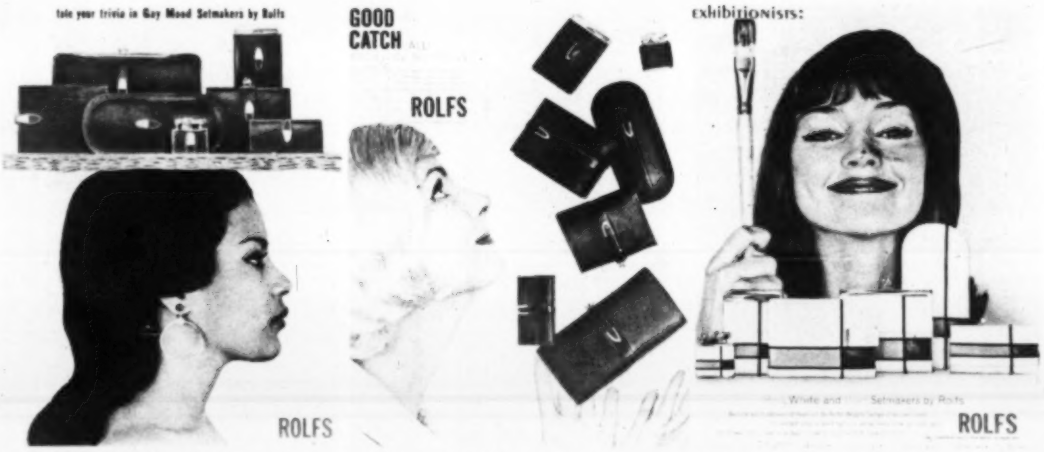


Standart **Wichert** **Jackson**

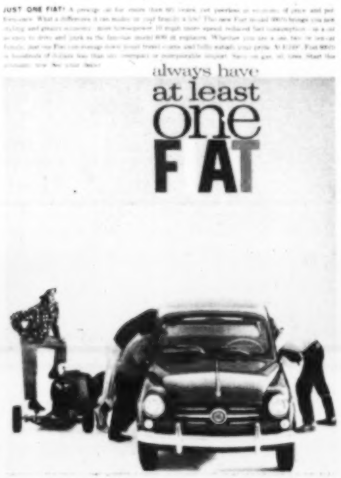
CHRYSLER POW-WOW—*Discussing marketing plans for Chrysler and Imperial cars with James L. Wichert, director of advertising for the cars, during the national sales meeting of the Chrysler-Plymouth division at Tamiment, Pa., are Joseph Standart, vp and head of the Detroit office of Young & Rubicam, and Peter M. Jackson, Philadelphia regional business manager, Chrysler-Plymouth division.*



SUCCESS—*B. Kuppenheimer & Co., Chicago, takes a new tack in magazine ads for its fall and winter line of men's wear, stressing the smart look of success. Ads will appear from September through December. Buchen Advertising is the agency.*


tote your trivia in Gay Mood Setmakers by Rolfs
ROLFS
GOOD CATCH
ROLFS
exhibitionists:
White and Setmakers by Rolfs
ROLFS

GAY MOOD—*Rolfs, West Bend, Wis., opens the fall and Christmas personal leather goods selling season with three 4-color pages in the Sept. 15 issue of Vogue and the December issue of Harper's Bazaar. The ads will appear on successive right hand pages, illustrating Rolfs' new Gay Mood, Silhouette, and Red, White & Bold setmakers for women. Edward H. Weiss & Co. is the agency.*


JUST ONE FIAT!
always have at least one FIAT

NEW FIAT PITCH—*"Always have at least one Fiat" will be the lead-off theme in new Fiat Motor Co. drive starting in magazines in September. Woods, Donegan & Co. is the agency.*

your 62 best buys!

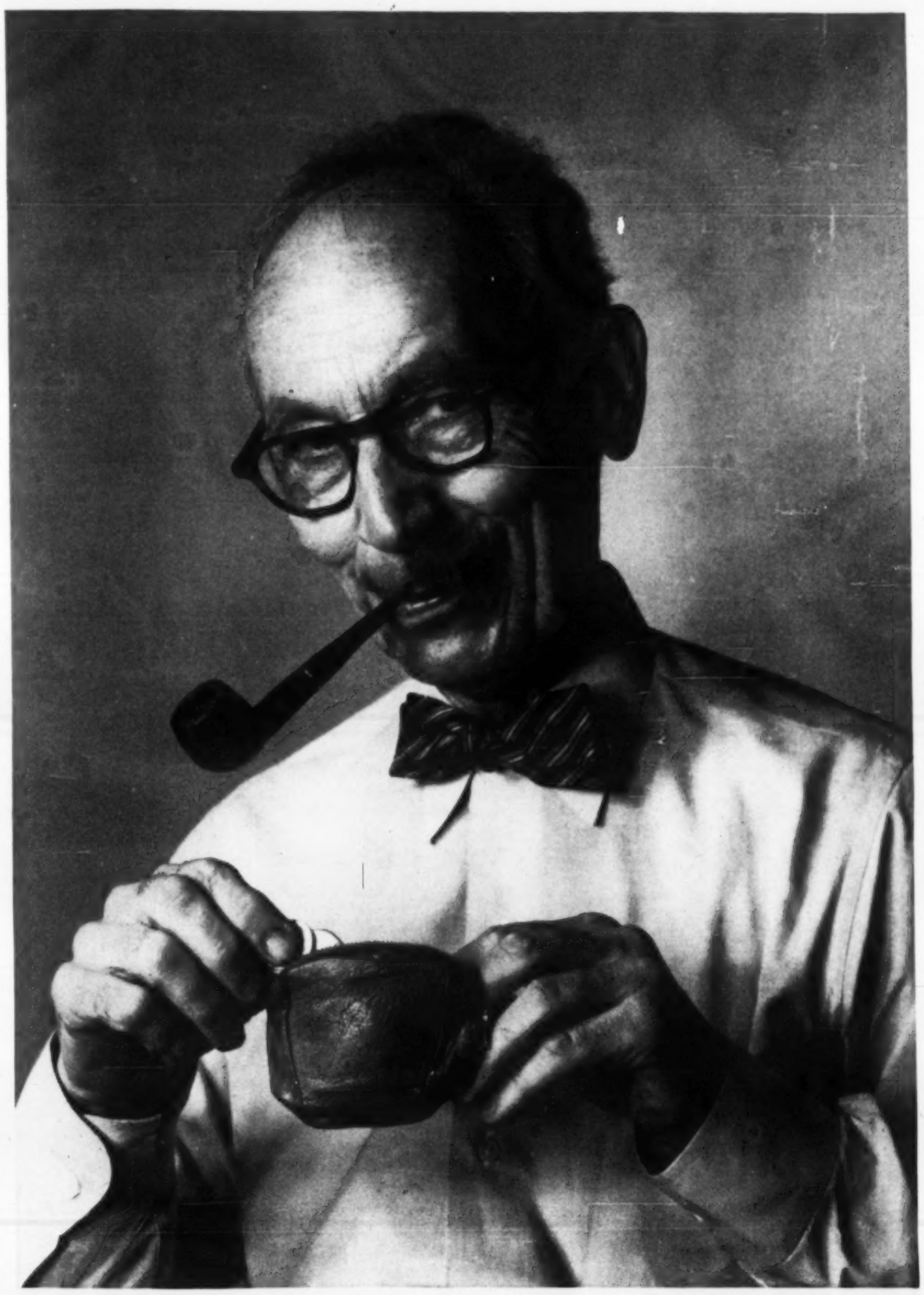
Woker **Guenther** **Hagopian**

AD TALK—*Discussing 1962 ad plans for Plymouth and Valiant at the Chrysler Corp. meeting of field sales representatives meeting in Tamiment, Pa., were John C. Guenther, director of advertising for Plymouth and Valiant; Louis T. Hagopian, of the Detroit office of N. W. Ayer & Son, Plymouth-Valiant agency; and G. G. Woker, Atlanta regional sales manager for Chrysler-Plymouth.*

Pickman **Worth** **Graff** **MacDonough** **Petit** **de Sampigny**

VISITORS—*Spending a day at Kudner Agency, New York, were four French college students visiting the U.S. as part of "The Experiment in International Living." G. N. Pickman, research director, and W. A. MacDonough, vp, of Kudner brief Christian Worth, Philippe Graff, Jean-Louis Petit and Dominque de Sampigny. Mlle. de Sampigny works for Publicis, largest French agency.*

The Selling Power of Fun



It is often possible to get people to relax their purse strings by getting them to relax themselves all over.

One way to accomplish this is to make a pleasanter-than-usual impression.

We believe people are so hungry for the unpretentious and unponderous, that sometimes the lighter the touch, the heavier the wallop.

Furthermore, living as we are under the shadow of the atom bomb, everyone is hungry for a bit of fun—even in selling.

But it must be fun with a place, a meaning, and a touch.

It is sometimes possible to take your advertising so seriously that no one else will. It's no fun to do that, nor very smart either.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Philip Morris Inc. • Motorola Inc. • The Parker Pen Company • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Jos. Schlitz Brewing Company • Star-Kist Foods, Inc. Sugar Information, Inc. • Sunkist Growers, Inc. • Swift & Company • Tea Council of the U. S. A., Inc. • Wallace Laboratories.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

Yule Passes Easter, Schooltime as Shoe Selling Season, Int'l Shoe Finds

Advertiser Reports Ad Kits Supplied to Retailers Expand Sales

ST. LOUIS, Aug. 22—The November-December period is now the No. 1 volume season for shoe retailers, according to Al Johnson, advertising director of International Shoe Co. Until now, there has been a divided opinion whether Easter or back-to-school is the shoe buying time.

"We discovered and proved this," Mr. Johnson said. "December, 1960, sales among the retail shoe stores serviced by the merchants service division of International Shoe increased 4.5% over December, 1959. The nearest thing to this figure was in the chain stores. They only had a 2.2% increase in December, and apparel stores had a 2% loss."

Seven times a year the advertising department of International's merchants service division mails a complete advertising package, to the 1,400 independent retail shoe stores to which the company provides free aid, such as inventory and accounting services, assistance from field men, and the ad program.

(The stores are not franchise stores, nor does International own them. They are free to use the merchants service plan or reject it at any time.)

■ Each ad kit is developed around a theme. It includes window banners, easel cards, tent cards, shelf or store hangers, price tickets, gift certificates, newspaper mats, radio spots and a brochure which contains ideas which the retailer can use to build his own window displays around the suggested theme.

Each retailer is also supplied a 17x22" calendar sheet, with day-by-day reminders of things to do to promote sales that month, plus day-by-day listing of International's multi-million dollar national advertising program using tv, radio and magazines.

The ad packages are also credited with developing a "fourth selling season." Summertime, usually considered suitable for a sale, is emerging, through planned advertising, as the fourth season, with concentration on weddings, vacations, and graduations, Mother's Day and Father's Day, ADVERTISING AGE was told.

"Acceptance and use of our 'fourth season' ad kit is proof enough that summertime is also an important shoe retailing period," Mr. Johnson said.

■ Cost of each advertising kit to International is from $12 to $20, exclusive of staff salaries and other costs. The increased volume in shoe sales at both retail and manufacturing level justifies the budget, according to Mr. Johnson who said, "All of the merchants service stores, which represent one third of International's general line, showed a 6.25% profit last year, and this was 2% above that of other stores."

Proof that the ad kits are used by retailers—in addition to sales volume provided by requests to the merchants service advertising department. For one kit alone they received requests for 35,000 mats. An easel with two white paper wedding bells attached, which the retailer could use in his store or window to advertise tinting of shoes for weddings, swamped the sales department with requests.

■ The advertising help to retailers started four and one-half years ago, when Mr. Johnson discovered the owners of shoe stores he called on throughout the U. S. concentrated their advertising efforts on Easter and back-to-school and on special sales, and failed to take advantage of year-'round promotions.

The store owners admitted they could use a good year-'round promotion but they simply couldn't afford it, he said, and in many instances there just wasn't anyone in their immediate communities who could handle such an ad program if they could afford it. #

DUHAMEL STATIONS
deliver more
OF THE LAND OF INFINITE VARIETY
....and the
FASTEST GROWING CITY
in the North Central Region

North Dakota
RAPID CITY
South Dakota
HAY SPRINGS
Nebr.

BY ANY COMPARISON
CBS ABC TV SATELLITE
KDUH
Hay Springs, Nebr.
KOTA
CBS RADIO
CBS-ABC TV
Rapid City, South Dakota

Morgan Renamed by Two

John D. Morgan Inc., Chicago, has been renamed agency for Accordion Corp. of America and its subsidiary, Philharmonic Organ Corp., both of Chicago. The two accounts, billing approximately $100,000, left Morgan for Harry Schneiderman Inc., Chicago, about two months ago.

Doane Boosts Berry

Raymond T. Berry has been appointed advertising manager of *Doane's Business Magazine for American Agriculture*, published by Doane Agricultural Service, St. Louis. Mr. Berry has been on the Doane staff since 1956.

Nielsen Network TV

Two Weeks Ending Aug. 6, 1961

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	14,351
2	All Star Football Game (Alberto Culver, Carling, R. J. Reynolds, Simoniz, ABC)	13,179
3	All Star Baseball Game—2 (Gillette, Chrysler, NBC)	12,241
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	11,350
5	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	11,115
6	The Untouchables (Several sponsors, ABC)	11,068
7	What's My Line (Kellogg, Allstate Insurance, CBS)	10,928
8	Family Classics (Breck, CBS)	10,787
9	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	10,599
10	Candid Camera (Lever Bros., Bristol-Myers, CBS)	10,271

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	30.6
2	All Star Football Game (Alberto Culver, Carling, R. J. Reynolds, Simoniz, ABC)	28.1
3	All Star Baseball Game—2 (Gillette, Chrysler, NBC)	26.1
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	24.2
5	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	23.7
6	The Untouchables (Several sponsors, ABC)	23.6
7	What's My Line (Kellogg, Allstate Insurance, CBS)	23.3
8	Family Classics (Breck, CBS)	23.0
9	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	22.6
10	Candid Camera (Lever Bros., Bristol-Myers, CBS)	21.9

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	12,991
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	10,318
3	What's My Line (Kellogg, Allstate Insurance, CBS)	9,896
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	9,239
5	My Three Sons (Chevrolet, ABC)	9,146
6	Price Is Right—8:30 p.m. (Lever Bros., NBC)	8,958
7	The Real McCoys (Procter & Gamble, ABC)	8,348
8	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	8,254
9	Holiday Lodge (Lever Bros., State Farm Mutual, CBS)	8,208
10	The Untouchables (Several sponsors, ABC)	8,161

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	27.7
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	22.0
3	What's My Line (Kellogg, Allstate Insurance, CBS)	21.1
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	19.7
5	My Three Sons (Chevrolet, ABC)	19.5
6	Price Is Right—8:30 p.m. (Lever Bros., NBC)	19.1
7	The Real McCoys (Procter & Gamble, ABC)	17.8
8	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	17.6
9	Holiday Lodge (Lever Bros., State Farm Mutual, CBS)	17.5
10	The Untouchables (Several sponsors, ABC)	17.4

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

Leeper Joins Johnson

Harold B. Leeper has joined Edwin C. Johnson & Associates, Chicago, management consultant, as vp and director. Mr. Leeper was formerly midwestern regional manager of Handy Associates, Chicago marketing consultant, and ad manager of Eversweet Corp.

Bredlow Appoints Schafer

Robert L. Schafer, formerly a member of the sales staff of Allied Artists Studio, Detroit, has been named art director and account executive of Warren K. Bredlow Advertising Agency, Dallas.

UBA Plans Pittsburgh Meeting, Sept. 8-9

United Breweries of America will meet Sept. 8-9 at its Pittsburgh headquarters to approve final plans for UBA's 1961 Holiday Brew promotion. Expansion of the 1962 advertising budget will be discussed and two seminars will be held. The budget increase is based on sales gains, ranging up to 18% over 1960, during the first half of this year by member brewers. The expansion plans include a stepped-up continuation of UBA's cooking-with-beer campaign, Beer-B-Cue; increased point of sale material; and expansion of tv, outdoor, radio and newspaper programs, together with new media development.

One seminar will tackle advertising and marketing problems of independent breweries. The other will take up sales promotion, sales training, merchandising and packaging.

'N. Y. Post' Names Lionel

Daniel L. Lionel, currently classified advertising manager of the *New York Herald Tribune*, will join the *New York Post* Sept. 11 in the same capacity. Mr. Lionel has been with the *Herald Tribune* since 1954, and before that was classified advertising manager of the *Brooklyn Eagle*, where he began his career.

KRAFT COLOR TV COMMERCIALS ARE 75% MORE PERSUASIVE

Commercial persuasiveness study of Kraft commercials on "Perry Como's Kraft Music Hall" indicate that color TV is 75% more persuasive in creating desire to buy than black-and-white (Burke Marketing Research Survey). Kraft has already learned the value of color TV. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900

How good a measure of a publication's usefulness is the fact that businessmen will pay for it?

In many respects, it's probably the most concrete evidence you can find.

The very act of paying for a subscription indicates an active interest in the publication and its field, plus a tangible expression of an *intent* to read.

Sometimes, however, we have problems. Individuals whom we believe would not benefit from receiving one of our publications want to subscribe, and we have to say "No." We try to make it clear on the masthead of each McGraw-Hill magazine that we do not offer it to anyone who wants to pay for a subscription, for we turn down some 22,000 subscriptions worth about $160,000 every year. (Lists of recently-declined subscriptions are available on request.)

Each of our publications sets its *own circulation specifications*—standards that will build and maintain an audience which benefits from the editorial content, and whose buying power benefits the advertiser. Subscriptions are accepted only from people who *meet these specifications.*

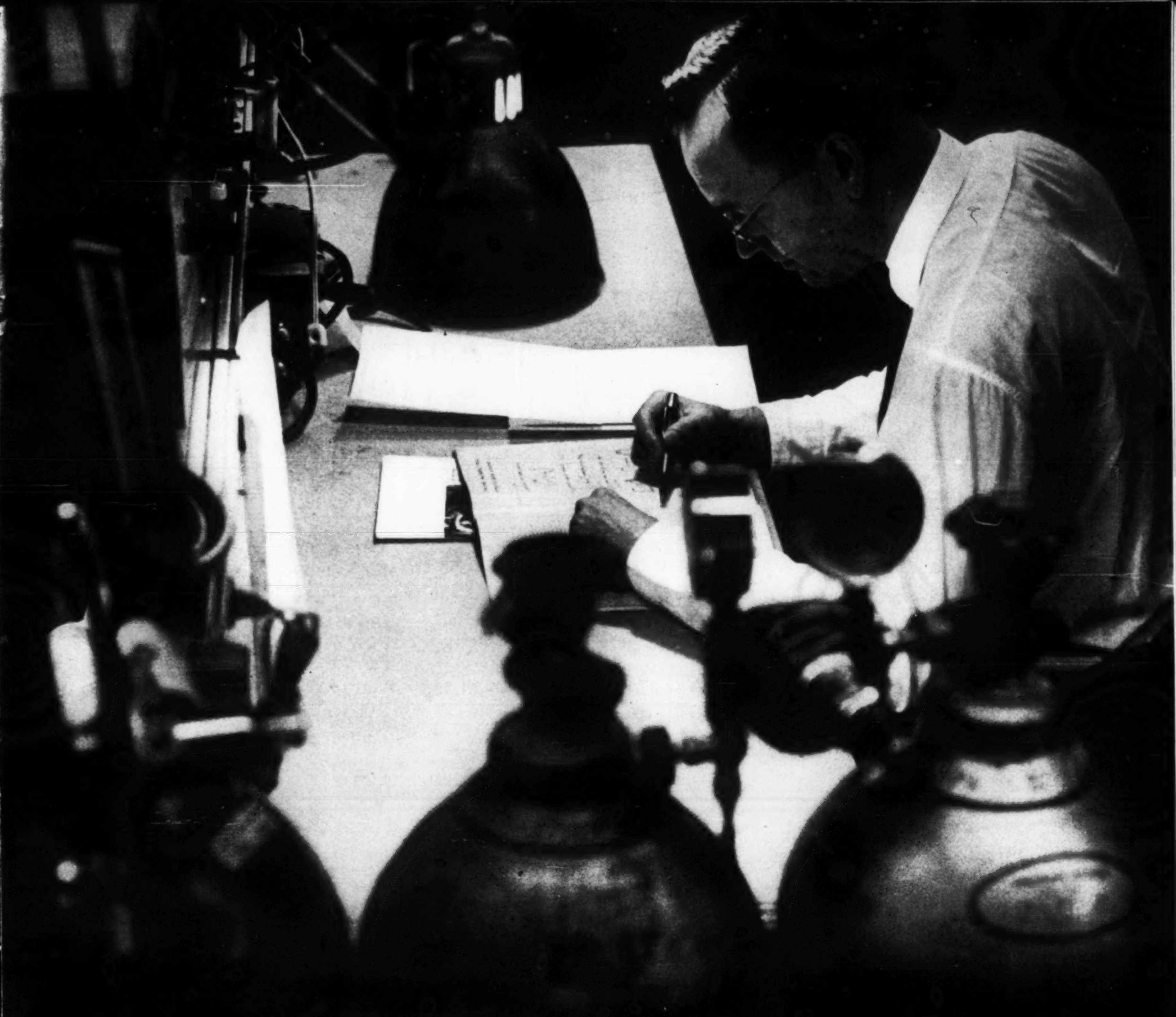
Circulation specifications are established in terms of identifying buying influences in the particular field. They are clearly defined, can be examined by any interested advertiser or agency. Along with the very nature of a publication's specialized editorial content and the required subscription payment, they act as a filter to screen out individuals of little value to the editor or the advertiser.

This policy develops an audience of over one million key businessmen who are paying to read our publications. They are men with buying influence . . . who are literally paying to reach you when you advertise in any McGraw-Hill publication.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING CO., INC.
330 WEST 42nd STREET, NEW YORK 36

More than a million key men in business and industry pay to read McGraw-Hill publications.



One measure of a publication's usefulness is the fact that businessmen will pay for it. McGraw-Hill publications are selected and bought by over a million key men in industry who want the best in editorial service.

AUDITED PAID CIRCULATION ABC EDITORIAL LEADERSHIP ABP

Brush drawing by Marvin Cherney, U.S.A. Collection: Weightman, Inc.

IS HE LISTENING?

He has things on his mind. So he is not a sitting duck for your advertising. Matter of fact, it's tough getting through . . . it takes art to turn people into customers. Sales results tend to prove we have mastered the art. For four package goods accounts, selling through food stores principally, here is the scorecard for the

FIRST SIX MONTHS, 1961—1958

Account*	% Gain 61/60	% Gain 60/59	% Gain 59/58	% Gain 58/57
A	39.4	31.7	7.9	24.2
B	21.5	31.5	9.8	9.6
C	41.6	29.8	25.6	23.7
D	46.9	26.7	(New account, 1960)	

We are not the only good advertising agency. But we are a good one, largely because we measure ourselves against sales results our clients achieve. And results have been very good. If your sales results are only so-so, shouldn't you give ear to the rest of our story?

WEIGHTMAN, Inc. Six Penn Center Plaza
Philadelphia 3, Penna.

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*Note: In 1960, one of these accounts did over $30,000,000. Another is crowding $10 million. The other two are under $5 million.

'Advertising Age' Presents Marketing Profiles of the 100 Largest National Advertisers

Presented here is a unique collection of facts about the marketing operations of the nation's advertising giants—what they spend on advertising, how they're doing in sales and profits, how their leading product lines and brands rank nationally, what share of the market they capture—and many other vital details. This is the sixth consecutive year for the feature, which is now larger and more complete than ever before. The details include listings of each company's sales and advertising executives, the agency line-up and a rundown of account executives serving the various products and divisions. Much of the material has never been published before, including estimates of total advertising and promotion expenditures for the 100 advertisers covered, and sales figures for various privately owned companies on the list.

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Alberto-Culver Co.

	1960†	1959†
Sales	$14,905,521	$10,351,767
Earnings	1,079,586	278,296
Advertising	10,500,000	7,000,000

†Fiscal year ended Nov. 30

Alberto-Culver Co., Melrose Park, Ill., the country's 84th largest national advertiser, is believed to have spent about $10,500,000 for advertising in 1960, up 50% from 1959.

A year ago the company reported to AA that the total advertising expenditure was $10,000,000, but this year the company has revised the 1959 figure to $7,000,000.

There is some confusion about exactly how much Alberto-Culver spends on advertising. The six-year-old hair preparations company, which went public in April, 1961, does not break down advertising expenditures, but reported in a stock prospectus that 1960 expenditures under a category of advertising, selling, general and administrative expenses amounted to $10,200,341.

A company executive, however, said that in the prospectus, part of the ad expenditures—point of sale and co-op—were included under a category of "cost of goods sold" and that this category amounted to $3,272,545 in 1960. The company said that it had intended at the start of the year to spend more than $10,500,000 in 1960 but planned expenditures "ultimately did not come off."

In the prospectus, Alberto-Culver reported advertising expenditures of $19,000,000 from 1955 to 1960. The company said that 1961 expenditures will probably rise to $15,000,000 or more, depending upon new product introductions.

■ Television continued to be Culver's favorite medium. Network tv expenditures were $8,822,038 and spot tv expenditures were $1,242,160 in 1960, compared with $5,140,407 and $1,535,130, respectively, in 1959.

Alberto-Culver's sales have risen from $1,521,627 in 1956 to $14,905,521 in fiscal 1960. Earnings have also risen from $206,377 in 1956 to $1,079,586 in 1960.

Net sales for the first half ended

Where AA Got Its Data

The data on "measured media expenditures" in this report on the nation's 100 leading national advertisers comes from various statistical services and associations. These include the Bureau of Advertising, Publishers' Information Bureau, American Newspaper Publishers Assn., Television Bureau of Advertising, Farm Publication Reports, Outdoor Advertising Inc., Associated Business Publications. All estimated expenditures are ADVERTISING AGE estimates.

VO5
HAIR SPRAY

MIRROR TEST—*Tv commercial, comparing Alberto-Culver's new VO-5 with "ordinary" spray in mirror test, will bow Oct. 1 in a network and spot television campaign.*

Index to Marketing Profiles, Ad Expenditures of 100 Leaders

Covering 1960 and 1959 Expenditures in Both Measured and Unmeasured Media

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Page	Advertiser	Rank	Estimated Total Expenditures 1960	Estimated Total Expenditures 1959	% of Sales
41	Alberto-Culver Co.	84	$ 10,500,000	$ 7,000,000	70.4
42	Aluminum Co. of America	74	12,002,600	12,000,000	1.3
43	American Chicle Co.	92	8,900,000	7,500,000	12.7
48	American Cyanamid Co	45	20,704,000	19,543,000	3.5
50	American Home Products Corp.	7	65,000,000	62,000,000	14.6
52	American Motors Corp.	36	24,300,000	20,600,000	2.2
54	American Telephone & Telegraph Co.	20	34,800,000	31,100,000	0.4
58	American Tobacco Co.	16	36,000,000	40,000,000	2.9
60	Anheuser-Busch Inc.	40	23,000,000	22,500,000	5.7
62	Armour & Co.	54	17,820,000	16,200,000	1.0
64	Armstrong Cork Co.	84	10,500,000	8,200,000	3.6
66	Bayuk Cigars Inc.	98	6,900,000	7,100,000	13.8
66	Beech-Nut Life Savers Inc.	69	12,990,000	13,050,000	11.0
68	Block Drug Co.	100	5,829,000	4,472,660	34.3
72	Borden Co.	46	20,500,000	20,002,475	2.1
72	Bristol-Myers Co.	13	40,000,000	38,000,000	27.3
74	Brown & Williamson Tobacco Corp.	23	31,000,000	28,000,000	6.4
78	California Packing Corp.	97	7,013,200	5,804,200	1.9
78	Campbell Soup Co.	30	27,500,000	25,000,000	5.3
81	Carling Brewing Co.	73	12,073,000	10,800,000	8.2
81	Carnation Co.	72	12,500,000	12,400,000	2.9
82	Carter Products Inc.	60	16,000,000	15,000,000	28.2
84	Chesebrough-Pond's Inc.	80	11,000,000	10,000,000	15.7
88	Chrysler Corp.	9	56,945,100	60,864,200	1.9
90	Coca-Cola Co.	33	25,000,000	22,500,000	6.9
90	Colgate-Palmolive Co.	8	59,000,000	70,000,000	21.4
92	Columbia Broadcasting System	87	10,300,000	7,000,000	2:2
94	Continental Baking Co.	62	14,500,000	17,114,695	3.5
94	Corn Products Co.	34	25,000,000	22,000,000	5.7
96	Helene Curtis Industries	86	10,500,000	10,000,000	19.4
100	Distillers Corp.—Seagrams Ltd.	19	35,000,000	37,000,000	4.6
102	Dow Chemical Co.	70	12,689,000	5,395,000	1.6
106	E. I. du Pont de Nemours & Co.	14	39,388,000	33,178,000	2.2
106	Eastman Kodak Co.	17	35,500,000	33,000,000	3.7
111	Falstaff Brewing Co.	81	11,000,000	10,700,000	6.9
112	Firestone Tire & Rubber Co.	47	20,000,000	19,000,000	1.6
114	Ford Motor Co.	4	90,500,000	92,200,000	1.7
115	General Electric Co.	6	73,000,000	77,000,000	1.7
118	General Foods Corp.	3	110,000,000	103,000,000	9.5
120	General Mills Inc.	18	35,500,000	35,500,000	6.2
122	General Motors Corp.	1	168,500,000	155,000,000	1.3
124	General Telephone & Electronics Corp.	71	12,565,000	12,671,000	1.1
126	Gillette Co.	22	31,400,000	29,500,000	17.2
126	B. F. Goodrich Co.	63	14,500,000	13,500,000	1.9
128	Goodyear Tire & Rubber Co.	37	24,000,000	23,688,000	1.5
128	Gulf Oil Co.	79	11,100,000	10,170,000	0.3
128	Theo. Hamm Brewing Co.	91	9,500,000	8,500,000	6.4
131	H. J. Heinz Co.	83	10,800,000	10,275,000	2.9
132	Hunt Foods & Industries Inc.	68	13,500,000	9,500,000	4.2
133	Johnson & Johnson	56	17,000,000	15,000,000	5.5
135	S. C. Johnson & Son	55	17,500,000	15,800,000	15.9
136	Kaiser Industries	99	6,700,000	6,000,000	3.5
138	Kellogg Co.	26	30,500,000	29,500,000	11.9
139	Kimberly-Clark Corp.	90	9,850,000	9,000,000	2.4
140	Lestoil Products Inc.	96	7,377,374	10,000,000	29.7
141	Lever Bros. Co.	5	80,500,000	91,000,000	20.7
142	Liggett & Myers Tobacco Co.	27	30,000,000	32,000,000	5.5
144	P. Lorillard Co.	23	31,000,000	32,000,000	6.4
144	Miles Laboratories Inc.	39	23,500,000	21,500,000	28.5
146	Minnesota Mining & Mfg. Co.	94	8,000,000	5,000,000	1.5
147	Philip Morris Inc.	28	29,500,000	26,000,000	5.8
148	National Biscuit Co.	41	23,000,000	22,000,000	5.1
148	National Dairy Products Corp.	11	43,000,000	39,000,000	2.7
150	National Distillers & Chemical Corp.	53	17,927,000	18,449,000	3.1
152	Nestle Co.	66	14,000,000	14,000,000	8.8
152	Pepsi-Cola Co.	58	16,422,000	15,010,000	10.4
153	Pillsbury Co.	42	20,000,000	23,500,000	5.7
154	Plough Inc.	88	10,000,000	7,000,000	21.8
156	Procter & Gamble Co.	2	127,000,000	123,000,000	8.2
158	Prudential Insurance Co. of America	93	8,827,000	8,350,000	**
158	Quaker Oats Co.	50	18,770,000	18,289,000	5.8
159	Radio Corp. of America	23	31,000,000	31,800,000	2.1
160	Ralston Purina Co.	62	14,500,000	14,500,000	2.8
161	Revlon Inc.	37	24,000,000	22,000,000	17.6
162	Reynolds Metals Co.	82	10,828,000	9,853,000	2.4
162	R. J. Reynolds Tobacco Co.	10	50,000,000	49,000,000	3.5
163	Richardson-Merrell Inc.	62	14,500,000	12,500,000	11.0
164	Schenley Industries Inc.	35	24,600,000	25,845,900	6.4
166	Jos. Schlitz Brewing Co.	51	18,000,000	15,500,000	7.5
166	Scott Paper Co.	78	11,200,000	10,700,000	3.6
168	Sears, Roebuck & Co.	11	43,000,000	41,000,000	1.0
168	Shell Oil Co.	57	16,800,000	15,270,000	0.9
169	Simoniz Co.	94	8,000,000	5,000,000	32.0
170	Sperry Rand Corp.	43	21,000,000	22,300,000	1.8
172	Standard Brands Inc.	31	26,514,839	25,500,000	5.0
173	Standard Oil Co. (Indiana)	43	21,000,000	20,500,000	1.0
174	Standard Oil Co. (New Jersey)	32	26,190,000	22,236,000	0.3
176	Sterling Drug Inc.	29	28,200,000	27,500,000	18.8
176	Studebaker-Packard Corp.	67	13,700,000	12,690,000	4.2
177	Swift & Co.	51	18,000,000	15,000,000	0.7
178	Texaco Inc.	61	15,955,000	14,359,500	0.5
179	Union Carbide Corp.	49	18,900,000	16,900,000	1.2
180	U. S. Rubber Co.	77	11,500,000	10,800,000	1.2
181	U. S. Steel Corp.	75	12,000,000	12,000,000	0.3
181	Hiram Walker-Gooderham & Worts	59	16,275,000	15,500,000	3.6
182	Warner-Lambert Pharmaceutical Co.	21	31,500,000	31,000,000	22.0
183	Stanley Warner Corp.	47	20,000,000	15,500,000	15.1
184	Westinghouse Electric Corp.	15	38,000,000	39,000,000	1.9
185	J. B. Williams Co.	88	10,000,000	12,000,000	40.0
186	Wm. Wrigley Jr. Co.	75	12,000,000	10,000,000	11.9

**Less than 0.1%

May 31, 1961 were $10,820,274, up from $7,478,839 for the previous first half. Net earnings rose to $400,309, from $279,332 in the previous first half.

■ Perhaps the clue to Alberto-Culver's rather phenomenal sales success in the highly competitive toiletries field is its adaptation of successful professional beauty products to popular consumer products and the expansion and development of new products.

The original Alberto-Culver, a California company, was purchased in 1955 by Leonard H. Lavin & Co., a sales organization for sundry products. The first Alberto-Culver product was VO-5 hair dressing and conditioner. In 1956 Rinse Away was added. This was followed by Command men's hair dressing and Tresemme hair coloring in 1959 and Alberto VO-5 hair spray last December.

Rinse Away rights were purchased for $388,000 from Skan Laboratories; Tresemme was purchased for $330,000 from Godefroy Mfg. Co., St. Louis, and Alberto VO-5 hair spray and Command were developed by the present company. At the time Rinse Away, Alberto VO-5 and Tresemme were purchased, each accounted for about 70% of its sales in the professional (beauty salon) field.

In 1959 Alberto-Culver purchased the formula and trademark for Derma-Fresh skin conditioner and body lotion from American Hospital Supply Corp. The product is now being distributed to hospitals, clinics and similar institutions by American Hospital Supply, but AA learned recently that this fall Derma-Fresh will be brought out as a consumer product and Alberto-Culver will handle its marketing.

AA also learned that another new Culver product which will be introduced this fall is Alberto-VO-5 Creme Rinse. The company has allocated a whopping big ad budget for these two new products—using spot and network tv initially to introduce them. Compton Advertising will handle both these new products.

■ Alberto-Culver, a relatively new contender in the hair care field, has nonetheless established strong competitive positions for several products.

In the women's hair dressing field, Alberto VO-5 is No. 1 with about a 40% market share, up from 36% last year. The Helene Curtis entry, Suave, is No. 2 and currently has about 21%, down from 25% last year. Sales of VO-5, most heavily promoted product in the Culver lineup, are reportedly 16% ahead of last year. VO-5 and Rinse Away account for 80% of 1960 sales, the company reported.

Rinse Away reportedly has more than a 30% market share.

Tresemme, a late entry in the hair coloring field reigned over by Miss Clairol, has already garnered a 2% market share.

Command has over a 3% market share, but is pitted against No. 1 Brylcreem, with about a 17% to 19% market share; Vitalis, 16%; Vaseline, 14%, and Wildroot, with about 12%.

Alberto VO-5 hair spray, on the market about eight months, is in a competitive race with such top contenders as Helene Curtis' Spray Net, Toni's Adorn and Revlon. VO-5 hair spray has registered monthly factory sales of over $500,000 thus far.

■ Alberto-Culver is expected to introduce several other new products in the coming year. Trade sources believe that these will be a shampoo and perhaps a home permanent and that the company may also expand into other lines unrelated to hair care—perhaps in the drug field.

ALCOA ALUMINUM

ALUMINUM IN BRAKES—*Full-color magazine ad for Aluminum Co. of America is part of drive to tell increased use of aluminum in automobiles. Copy heralds Alcoa aluminum brake drums that "shed heat three times faster than other materials" for better, longer-wearing brakes.*

Alberto-Culver quietly test marketed two products about two years ago. New Dawn hair spray was introduced as a test product before VO-5 hair spray but was dropped after a short period of test marketing. Silken Rinse, an after-shampoo rinse brought out with some spot tv promotion, is still on the market but is not now being promoted.

Alberto-Culver has expanded beyond U.S. boundaries, selling to consumers in Canada, Latin America and Mexico, England and Australia. By the end of the year the company hopes to add facilities in Colombia, Argentina and several other countries.

■ Television has long been Alberto-Culver's only measured medium. The company started with tv in 1955 with three weekly spot announcements. The following year Culver used network tv and by 1959 its total tv investment was $6,675,537. The company says that it plans eventually to branch out into other media, but it is not definite just when it will do so.

This fall the company will have participations and partial sponsorship of a lineup of three shows on all three networks plus a spot tv schedule in 30 markets. On ABC network Culver will sponsor "The Untouchables," "Corrupters," "Hawaiian Eye," "Bus Stop," and on CBS, "I Love Lucy," "Double Exposure," "Video Village," "Surprise Package," "Edge of Night," "Secret Storm," "Brighter Day," "House Party," "Millionaire," "Face the Facts" and "Love of Life." Partial sponsorships on NBC include "Jan Murray," "Loretta Young," "From These Roots" and "Concentration."

Compton Advertising, Chicago, took over the Culver account from Wade Advertising last year and continues to handle all Culver products. In June of this year, however, Culver named J. Walter Thompson to handle "several new products," which Alberto-Culver would not describe, but said they were being readied for future introduction.

ADVERTISING EXPENDITURES

	1960	1959
Network Television	$ 8,822,038	$ 5,140,407
Spot Television	1,242,160	1,535,130
Total Measured	10,064,198	6,675,537
Total Unmeasured	435,802	324,463
Estimated Total Expenditure	10,500,000	7,000,000

MARKETING PERSONNEL

Sales

Leonard H. Lavin, president and director of marketing
R. L. Haag, national sales manager
Philip Weldon, sales manager, beauty division
John Ciezarek, director of market research
Jose Rosales, manager, export sales
Ivan Levinger, director of products

Advertising

Charles A. Pratt, advertising director
Marjorie Smith, assistant advertising manager
Ernie Shapiro, art director

ADVERTISING AGENCIES

Compton Advertising, Chicago—all products—Frank Snell, management supervisor; Peter Burns, account supervisor.

J. Walter Thompson, Chicago—new products—John Morrissey, account supervisor; Ed Wolfe, account representative.

Aluminum Co. of America

	1960	1959
Sales	$869,780,176	$864,967,722
Earnings	40,044,105	55,570,854
Advertising	12,002,600	12,000,000

Aluminum Co. of America, Pittsburgh, the 74th largest national advertiser, held its expenditure in 1960 at about the same as in 1959—$12,002,600. The money went for advertising, sales promotion, literature, exhibits and motion pictures.

Gross revenues of $869,780,176 were up slightly from 1959. The company reported that "because of problems common to the aluminum industry generally," net income for 1960 dropped sharply to $40,044,105. Alcoa produced 727,000 tons of primary aluminum, compared with 627,000 in 1959.

■ During 1960, the company completed a study of its over-all merchandising activities. As a result, it is taking a new tack in its advertising, revamping of its marketing structure to concentrate ads in key markets and cutting its customary media list to less than half while maintaining its budget.

Last spring, Jay M. Sharp, manager of general advertising, disclosed the company's new Adikam program—"Advertising Dominance in Key Aluminum Markets."

He said that instead of its previous 52 separate product programs—and 52 "separate little ad departments"—Alcoa in 1961 has seven market-oriented programs and an integrated plan and that it believes it is covering all the products and industries it did before.

For example, where Alcoa used 242 magazines in 1960, this year with the same budget it is using only 118 magazines. But the ads are bigger and appear more often.

■ He said Alcoa believes that all advertising must be concentrated (1) by medium, (2) by creative theme or approach, (3) in accordance with major market and use categories and (4) to reach key geographical areas.

By use of large space ads, the company expects to achieve dominance at a time when the large number of advertisers make it difficult for one company to stand out; and by using fewer books more frequently it expects to achieve continuity in its advertising.

■ Two familiar promotions, Market Maker and Forecast, were continued during 1960. The former is a customer support program using radio, television, and point of sale advertising to spur the sale of seasonal products in seven major markets. Forecast continued for its fifth consecutive year to bring innovations in the use of aluminum by leading personalities in the field of design to the attention of other designers, design students and the general public. To support industrial design sales efforts, Alcoa in 1960 published the second edition of its magazine, "Design Forecast," containing new information about aluminum's advantages for industrial designers.

■ At the end of the third quarter of the year, the company discontinued its co-sponsorship of the "Alcoa Theater" television show, despite its popularity. The decision was made after a study showed the company's sales efforts would receive better support by concentrating advertising money in key market areas. The company continued its other tv show, "Alcoa Presents," a half hour show that has been under full Alcoa sponsorship since 1959, from 10 to 10:30 p.m. over the ABC network.

Special effort was devoted to publicizing the increased use of aluminum in automobiles. Press releases and advertisements emphasized the extensive use of aluminum engines in the 1961 model cars that appeared in the fall of 1960.

■ The company instituted a defense market promotion during 1960. The program is designed to illustrate the vast defense market potential existing in reach of Alcoa's wide range of research, fabricating and design experience and facilities. The program helped to provide added impetus for the increased use of aluminum in rockets and missiles, lightweight military vehicles, ground handling equipment for missiles and other defense materials.

Alcoa has dominated the aluminum market in the U. S. for many years in the face of increasing competition. Alcoa's share of smelting capacity at the end of 1960 was 34.6%. Reynolds was second with 28.4%, Kaiser third with 24.7%, Ormet Inc. fourth at 7.3%, Anaconda fifth with 2.6% and Harvey sixth with 2.4%.

■ The company pioneered the aluminum industry in 1888 when it introduced a new process for making aluminum cheaper and was forced shortly after to enter the consumer field since few manufacturers showed an interest in using the metal.

The company has remained in the business of making the end product to some extent since then, although it is chiefly a primary aluminum producer.

Some of Alcoa's best-known end products reach consumers through its wholly owned subsidiary, Wear-Ever Aluminum Inc., New Kensington, Pa., which markets Wear-Ever aluminum cooking utensils, Kensington giftware, Cutco cutlery, Westmoreland sterling and Alcoa Wrap.

■ The company shares ownership of Ekco-Alcoa Containers Corp. with Ekco Products Co. The companies formed the joint venture in 1955 to serve baking, frozen foods, dairy and other industries.

In 1959 Alcoa acquired two new manufacturing subsidiaries—Cupples Products Corp. and Rea Magnet Wire Co.

Last June Alcoa elected three new vps: W. S. McChesney, vp, commercial research and market planning; G. B. D. Peterson, vp, field sales and distribution, and S. J. Simmons, vp, industry sales.

■ The first of the following two tables was supplied by Alcoa, and the second is AA's, based on measured media sources used in compiling AA's list of 100 leading national advertisers. Where the Alcoa figures are the smaller, Alcoa explained this as due to the fact that last year the parent company stopped handling and placing advertising for Alcoa Wrap, which is now handled entirely by Wear-Ever Aluminum Inc., a wholly owned subsidiary of Alcoa. In AA's table, the measured media figures include Alcoa Wrap advertising.

Alcoa's figures for network television are higher than the measured figures in the second table because Alcoa includes production and talent costs, whereas the measured totals are gross time estimates only.

ADVERTISING EXPENDITURES*

	1960	1959
Newspapers	$ 110,000	$ 1,211,128
General Magazines	1,658,700	1,799,160
Farm Publications	65,500	45,083
Business Magazines	2,051,200	1,000,000
Network Television	5,900,000	3,912,921
Spot Television	10,000	625,730
Spot Radio	129,200	——
Outdoor	88,000	——
Subtotal	10,012,600	8,594,022
Other	1,990,000	3,405,978
Total Expenditure	12,002,600	12,000,000

***Reported by Alcoa**

ADVERTISING EXPENDITURES**

	1960	1959
Newspapers	$ 1,463,729	$ 1,211,128
Magazines	2,107,143	1,799,160
Farm Publications	28,657	45,083
Business Publications	1,656,000	1,000,000
Network Television	3,492,926	3,912,921
Spot Television	158,750	625,730
Outdoor	——	——
Total Measured	8,907,205	8,594,022
Total Unmeasured	3,095,395	3,405,978
Total Expenditure	12,002,600	12,000,000

****Includes measured media figures from AA's usual sources.**

PARENT COMPANY

MARKETING PERSONNEL

Sales

M. M. Anderson, exec vp
R. B. McKee, vp in charge of sales
F. J. Close, vp, general sales manager
L. P. Favorite, vp, product sales

Advertising

Arthur P. Hall, vp, public relations and advertising
Torrence M. Hunt, general manager, advertising and promotion
Jay M. Sharp, manager of general advertising
W. S. McChesney, vp, commercial research and market planning

Top 25 National Newspaper Advertisers

Rank	Advertiser	Expenditure 1960	Expenditure 1959
1.	General Motors Corp.	$40,354,817	$38,622,558
2.	Ford Motor Co.	18,669,074	19,679,542
3.	Chrysler Corp.	18,091,428	18,095,839
4.	General Foods Corp.	16,197,397	13,738,272
5.	Distillers Corp.-Seagram's	11,654,170	11,373,763
6.	American Motors Corp.	9,399,679	8,507,433
7.	R. J. Reynolds Tobacco Co.	8,485,691	8,192,351
8.	Schenley Industries	8,206,851	7,549,830
9.	General Electric	7,559,832	7,591,773
10.	General Mills	6,715,579	7,064,547
11.	National Distillers	6,539,919	8,069,376
12.	National Dairy Products	6,022,399	6,545,894
13.	Philip Morris Inc.	5,776,265	4,998,560
14.	American Tobacco Co.	5,543,039	9,257,883
15.	Lever Bros. Co.	5,162,958	6,876,767
16.	P. Lorillard Co.	5,100,677	6,779,442
17.	Campbell Soup Co.	4,619,378	4,906,207
18.	Colgate-Palmolive Co.	4,560,161	7,300,542
19.	Corn Products Co.	4,498,483	1,459,015
20.	Brown & Williamson	4,316,227	2,0[illegible]3,356
21.	Procter & Gamble	4,276,067	6,249,563
22.	Quaker Oats Co.	4,192,526	4,060,609
23.	Eastern Air Lines	4,180,348	4,294,856
24.	Pepsi-Cola Co.	4,105,105	3,222,211
25.	Studebaker-Packard	3,775,068	3,743,778

Source: Bureau of Advertising and Media Records

100 Leading National Advertisers: Grouped by Products

How Measured Media Expenditures Compared, Within Categories, in 1960

RANK	COMPANY	TOTAL	% of Total Dollars						
			News-Papers	Gen'l Mags.	Farm Mags.	Bus. Pub.	Net TV	Spot TV	Out-door
	Cars								
1	General Motors Corp.	$122,227,529	33.0	31.1	1.3	2.3	18.8	4.9	8.7
5	Ford Motor Co.	53,815,502	34.7	20.2	2.9	1.3	20.8	9.8	10.4
7	Chrysler Corp.	43,329,957	41.8	29.4	0.6	0.8	19.9	3.9	3.6
31	American Motors Corp.	15,711,003	59.8	17.0	0.2	2.3	2.8	17.9	—
54	Studebaker-Packard Corp.	10,288,291	36.9	25.7	1.1	4.8	10.3	8.5	12.8
	Food								
3	General Foods Corp.	65,084,760	24.9	14.1	0.3	0.4	28.6	28.5	3.2
10	General Mills	29,958,422	22.4	17.9	0.5	1.3	48.9	8.6	0.4
19	National Dairy Products Corp.	22,738,452	26.5	28.6	1.4	0.9	37.5	5.3	0.8
21	Kellogg Co.	20,855,832	4.8	12.3	0.3	0.6	47.4	27.8	6.8
22	Campbell Soup Co.	20,527,544	22.5	43.8	—	0.8	25.8	6.2	0.9
27	Standard Brands Inc.	18,264,839	18.9	23.0	1.4	—	15.8	40.9	—
30	National Biscuit Co.	16,202,617	6.6	19.5	0.3	1.6	63.9	8.2	—
33	Corn Products Co.	15,516,583	28.9	22.2	0.6	0.4	21.5	24.2	2.2
36	Quaker Oats	13,974,656	30.0	29.2	0.2	0.9	21.6	16.9	1.2
38	Hunt Foods & Industries	13,206,077	4.6	45.1	—	0.8	—	49.5	—
40	Pillsbury Co.	12,845,744	14.2	16.1	0.5	0.9	38.4	29.9	—
52	Continental Baking Co.	10,463,158	16.9	0.9	—	0.7	5.7	56.2	19.6
59	Ralston Purina Co.	9,390,519	7.2	2.4	8.8	1.5	64.6	7.2	8.3
60	Nestle Co.	9,256,059	7.3	12.7	1.2	—	17.4	61.4	—
64	Carnation Co.	8,852,562	7.5	25.7	2.4	3.0	34.0	23.2	4.2
74	H. J. Heinz Co.	7,370,130	33.2	23.7	0.8	1.5	39.9	0.9	—
76	Borden Co.	7,363,500	23.9	36.9	0.2	1.8	8.3	10.9	18.0
87	California Packing Co.	6,239,428	19.4	49.0	1.5	1.6	7.8	9.6	11.1
	Soaps, Cleaners (and Allied)								
2	Procter & Gamble Co.	$109,562,745	3.9	3.2	**	0.2	42.4	50.3	—
6	Lever Bros. Co.	53,518,182	9.6	5.9	**	**	53.6	30.9	—
8	Colgate-Palmolive Co.	41,411,194	11.0	6.6	0.2	0.3	54.3	27.6	—
46	S. C. Johnson & Son	11,891,151	3.0	5.2	**	—	68.1	23.7	—
56	Lestoil Products	10,070,984	1.1	—	—	—	—	98.9	—
92	Simoniz Co.	5,719,994	10.5	5.5	—	—	40.8	43.2	—
	Tobacco								
9	R. J. Reynolds Tobacco Co.	34,134,163	24.8	16.3	1.1	—	45.6	12.2	—
12	American Tobacco Co.	29,175,160	18.9	23.0	0.8	—	33.3	20.8	3.2
15	Philip Morris Inc.	25,824,151	22.4	17.5	—	**	43.5	16.1	0.5
17	Brown & Williamson Tobacco Co.	25,063,957	17.2	1.7	**	—	50.0	31.1	—
18	P. Lorillard Co.	24,961,375	20.4	13.3	—	—	31.1	33.8	1.4
26	Liggett & Myers Tobacco Corp.	18,614,825	15.0	17.2	0.1	—	59.0	8.3	0.4
90	Bayuk Cigars Inc.	5,827,534	1.8	—	—	0.3	97.9	—	—
	Drugs and Cosmetics								
4	American Home Products	$ 54,824,858	6.3	12.4	0.5	2.2	60.9	17.2	0.5
13	Bristol-Myers Co.	29,163,564	6.4	21.6	**	0.1	36.9	34.9	0.1
20	Sterling Drug	21,782,851	8.1	9.1	0.6	1.7	70.5	10.0	—
24	Miles Laboratories	19,699,214	6.8	3.9	—	2.7	44.8	41.2	0.6
28	Warner-Lambert Pharmaceutical Co.	16,798,421	7.3	18.9	—	3.8	32.5	37.5	—
43	Revlon	12,382,045	12.0	34.4	—	—	34.1	19.0	0.5
57	Alberto-Culver Co.	10,064,198	—	—	—	—	87.7	12.3	—
65	Carter Products	8,704,207	3.4	3.3	0.2	6.6	70.9	22.2	—
67	Johnson & Johnson	8,518,353	20.3	21.3	0.8	—	50.5	7.1	—
69	J. B. Williams Co.	8,351,389	6.5	0.1	—	—	91.4	2.1	—
71	Richardson-Merrell	7,818,751	14.1	17.7	7.4	2.1	30.4	28.3	—
75	Chesebrough-Pond's	7,365,730	12.1	42.5	—	1.5	24.2	19.7	—
85	Helene Curtis Industries	6,350,994	18.1	12.9	—	2.1	51.7	15.2	—
94	Block Drug Co.	5,579,365	—	0.5	—	0.2	93.9	5.4	—
99	Plough	5,293,251	29.1	16.3	0.3	—	21.2	28.6	4.5
	Beer								
42	Anheuser-Busch Inc.	$ 12,386,338	8.0	15.4	—	1.1	5.2	34.3	36.0
53	Jos. Schlitz Brewing Co.	10,371,227	35.1	18.6	—	—	25.3	21.1	29.9
93	Falstaff Brewing Corp.	5,622,792	4.7	1.9	—	—	22.0	46.2	25.2
95	Theo. Hamm Brewing Co.	5,555,995	7.9	7.5	—	—	7.4	43.8	33.4
100	Carling Brewing Co.	5,182,821	4.7	10.4	—	—	11.0	66.7	7.2
	Insurance								
83	Prudential Insurance Co.	6,453,502	31.9	5.4	0.5	0.5	58.4	0.4	2.7
	Oil								
35	Texaco Inc.	14,928,076	2.5	5.0	1.6	5.2	81.5	3.6	0.6
41	Standard Oil Co. (New Jersey)	12,484,763	17.1	24.6	0.8	12.8	6.4	25.4	12.9
47	Shell Oil Co.	11,704,814	26.9	13.1	1.2	2.2	2.3	24.0	30.3
58	Standard Oil Co. (Indiana)	9,392,322	31.9	0.8	4.0	4.5	4.8	24.0	30.0
89	Gulf Oil Co.	6,033,944	32.5	23.2	0.8	6.6	22.1	3.8	11.0
	Appliances								
11	General Electric Co.	$ 29,784,261	25.4	32.1	0.9	15.4	19.3	6.9	—
29	Westinghouse Electric Co.	16,513,027	14.4	13.4	1.3	14.0	53.0	1.9	—
44	Radio Corp. of America	12,237,814	26.7	32.1	**	6.1	30.5	4.6	—
	Soft Drinks								
45	Coca-Cola Co.	12,050,228	7.9	32.0	—	0.6	4.7	34.8	20.0
55	Pepsi-Cola Co.	10,220,894	40.1	16.6	0.2	1.1	—	30.5	11.5
	Tires								
39	Goodyear Tire & Rubber Co.	12,949,460	27.8	45.3	4.2	7.5	14.1	0.8	0.4
61	B. F. Goodrich Co.	9,248,909	13.0	51.3	3.9	11.9	17.0	2.9	—
66	Firestone Tire & Rubber Co.	8,663,348	24.8	43.2	6.4	4.7	20.6	0.3	—
97	U.S. Rubber Co.	5,376,657	14.0	49.3	1.5	19.1	—	14.4	1.7
	Paper Products								
68	Scott Paper Co.	8,456,662	10.5	22.3	—	1.9	47.5	17.8	—
73	Kimberly-Clark Corp.	7,552,260	14.4	31.7	0.2	5.8	46.7	1.2	—
	Liquor								
14	Distillers Corp.—Seagrams	$ 26,878,730	43.4	40.5	—	0.8	—	5.9	9.4
34	National Distillers & Chemical Corp.	15,025,143	43.5	40.4	**	3.4	—	—	12.7
37	Schenley Industries	13,556,636	60.5	25.3	—	2.8	—	0.6	10.8
62	Hiram Walker-Gooderham & Worts	9,056,463	41.6	54.2	—	1.5	—	—	2.7
	Packers								
48	Armour & Co.	11,482,057	17.9	32.8	1.6	2.6	34.7	8.4	1.0
49	Swift & Co.	11,100,697	13.3	37.4	1.4	0.8	12.3	17.4	17.4
	Metals								
51	U.S. Steel Corp.	10,748,048	14.5	22.2	3.2	25.8	30.7	—	3.6
63	Aluminum Co. of America	8,907,205	16.5	23.6	0.3	18.6	39.2	1.8	—
84	Kaiser Industries Corp.	6,406,476	5.9	6.0	1.9	15.9	69.5	—	0.8
88	Reynolds Metals Co.	6,082,943	19.4	12.4	7.3	13.1	46.3	1.5	—
	Gum and Candy								
50	Wm. Wrigley Jr. Co.	$ 10,846,222*	0.8	7.5	—	—	25.7	72.0*	14.0
77	American Chicle Co.	7,061,823	—	—	—	—	65.3	34.7	—
78	Beech-Nut Life Savers Inc.	7,000,588	2.5	9.8	—	1.5	68.8	17.4	—
	Floor Covering								
72	Armstrong Cork Co.	7,757,893	1.1	36.0	—	9.0	53.9	—	—
	Shavers								
25	Gillette Co.	19,343,654	10.0	6.5	—	—	62.4	21.1	—
79	Sperry Rand Corp.	6,841,938	8.9	34.5	6.7	9.2	40.7	—	—
	Chemicals								
23	E. I. du Pont de Nemours & Co.	20,193,611	12.2	26.7	1.3	17.3	37.4	1.9	3.2
70	Dow Chemical Co.	8,123,500	26.1	29.6	1.9	17.9	19.9	4.0	0.6
80	American Cyanamid Co.	6,578,043	3.4	27.9	18.1	45.6	4.2	0.8	—
86	Union Carbide Corp.	6,322,677	12.4	30.4	1.1	25.4	20.6	10.1	—
	Others								
16	American Telephone & Telegraph Co.	$ 25,683,384	21.1	41.9	1.9	3.2	7.5	22.0	2.4
32	Eastman Kodak Co.	15,613,801	11.7	40.8	—	11.5	33.8	2.2	—
81	Stanley Warner Corp.	6,528,731	9.6	3.4	0.2	—	1.2	85.6	—
82	Columbia Broadcasting System	6,481,869	34.8	60.2	—	1.6	—	3.4	—
91	Sears Roebuck & Co.	5,752,961	11.9	22.1	**	0.1	49.3	16.6	—
96	Minnesota Mining & Mfg.	5,498,591	8.1	32.5	0.5	32.7	1.3	24.9	—
98	General Telephone & Electronics Corp.	5,354,801	8.9	66.2	—	18.7	2.2	0.5	3.5

*Wrigley Co. figures have been revised to (a) spot tv—$6,000,000 (b) measured total—$9,036,002

**Less than .05%

G. B. D. Peterson, vp, field sales and distribution
S. J. Simmons Jr., vp, industry sales

ADVERTISING AGENCIES

Fuller & Smith & Ross, Pittsburgh and New York—"Alcoa Presents" tv show, customer support promotion and special events, Alcoa label promotion, export program, 34 industrial advertising programs—John J. Poister, account executive group head.

Ketchum, MacLeod & Grove, Pittsburgh—Alcoa Wrap, household and industrial packaging materials, seven industrial advertising programs, corporate advertising—Ed Parrack, Donald Ratchford, group heads.

WEAR-EVER ALUMINUM INC.

New Kensington, Pa.

MARKETING PERSONNEL

M. G. Armentrout, vp, marketing
B. E. Hiles, vp, sales
W. P. Benghauser, general merchandising manager

ADVERTISING AGENCIES

Fuller & Smith & Ross, Pittsburgh—cooking utensils; Ketchum, MacLeod & Grove, Pittsburgh—Alcoa Wrap, Kensington ware, Westmoreland sterling.

ALCOA STEAMSHIP CO.

New York

MARKETING PERSONNEL

Thomas L. Williamson—public relations and advertising manager

ADVERTISING AGENCY

Fuller & Smith & Ross, New York.

ROME CABLE CORP.

Rome, N. Y.

MARKETING PERSONNEL

Robert A. Lewis, advertising manager

ADVERTISING AGENCY

Rumrill Co., Rochester, N. Y.

CUPPLES PRODUCTS CORP.

REA MAGNET WIRE CO.

American Chicle Co.

	1960	1959
Sales	$70,309,318	$68,710,366
Earnings	9,587,011	9,198,703
Advertising	8,900,000*	7,500,000*

*Estimated by AA

American Chicle Co., Long Island City, N. Y., the 92nd largest national advertiser, is estimated to have boosted its advertising expenditure about 19% to $8,900,000 in 1960.

The nation's second largest gum manufacturer reported a sales increase of 2.3% to a record $70,309,318 last year. Earnings of $9,587,011 were up 4% from 1959, when profits were hypoed by a gain resulting from the sale of a Canadian factory. The company, in its annual report, reported progress in all major areas of operation "with the exception of a few foreign markets adversely affected by import restrictions or unsettled conditions."

Last April, Chicle began test

Grant Norlin
San Francisco
James Osborn
San Francisco
William Hendricks
Detroit
Charles Barrickman
Hollywood
Richard Beesemyer
Hollywood
Justin Cassidy
Chicago
Frank Saraceno
Chicago
Philip Gore
Chicago
John McElfresh
Chicago

pick a card

and you'll get a specialist

Want the market picture and/or availabilities in New York, Chicago, Los Angeles, Detroit, San Francisco . . . want it fast, full and factual?

It's in the cards . . . as shown above.

They speak singly and collectively, all 18 of them, for ABC-TV National Station Sales, Inc., ABC-TV's new owned-and-operated stations' sales organization. They speak, specifically, for KGO-TV (San Francisco) . . . WXYZ-TV (Detroit) . . . KABC-TV (Los Angeles) . . . WBKB (Chicago) . . . WABC-TV (New York) . . . five of the most trendful stations in five of the nation's most prosperous markets.

D. Thomas Miller
Chicago
Martin S. Pollins
New York
Donald Bowen
New York
Thomas Belviso
New York
Jerome McCauley
New York
Fred Nettere
New York
Harrison E. Mulford
New York
Edwin T. Jameson
New York
Theodore F. Shaker
New York
ABC-TV National Station Sales, Inc.
663 Fifth Avenue, New York 22, N.Y.
SUsquehanna 7-5000

(any one)

in 5 great TV markets.

One call, on your part, calls into action a man who will now concentrate 100% of his considerable media experience on these markets. And nowhere else. Call, as they say, now.

ABC-TV National Station Sales, Inc.

277 Golden Gate Avenue, San Francisco 2, California, UNderhill 3-0077
Madison Theatre Building, 1567 Broadway, Detroit, Michigan, WOodward 1-0255
1539 North Vine Street, Hollywood 29, California, NOrmandy 3-3311
360 North Michigan Avenue, Chicago 1, Illinois, ANdover 3-0800
663 Fifth Avenue, New York 22, New York, SUsquehanna 7-5000

marketing a new dentagienic gum, Trident, in Wichita. The gum is priced at 15¢ for a package of ten sticks. Trident claims to retard tartar formation and safeguard teeth and gums. Copy on the package states that the gum contains "a clinically tested combination" of enzymes. It says the product "helps to retard calculus (tooth decay) and to check gingivitis (inflamed gums), to retard stain and to keep teeth white to stop bad breath."

Another product, Coughlets gum, was introduced in several test markets last fall. Certs, a candy breath mint, achieved national distribution in 1960.

The beginning of 1961 brought a realignment of agency assignments on American Chicle's products. Ted Bates & Co., which already had Rolaids, Chiclets and other American Chicle brands, acquired Dentyne from Dancer-Fitzgerald-Sample, where it had been since 1953. Bates also was tapped to handle Trident.

D-F-S lost the remainder of its American Chicle business with the departure of Coughlets, which went to Kenyon & Eckhardt. In addition, K&E picked up Clorets from Bates, a move designed to put American Chicle's two breath products—Clorets and Certs—in separate shops.

For the third consecutive year, American Chicle put virtually its entire advertising budget into television. Network tv was increased by more than $1,000,000 to $4,612,913, making American Chicle the 39th largest spender in that medium in 1960. Biggest shares were devoted to Rolaids ($1,602,437), Dentyne ($1,426,415) and Clorets ($1,036,528). The remainder was shared by Certs ($455,880) and Chiclets ($91,653).

As in the previous year, American Chicle in 1960 deposited all of its network tv money on ABC's doorstep. The company bought participations scattered throughout the network's daytime schedule, to reach women and children, and its nighttime shows, to reach the entire family.

■ During 1960-61, American Chicle bought participations in "Adventures in Paradise," "Asphalt Jungle," "Hawaiian Eye," "Naked City," "Roaring 20s," "77 Sunset Strip," and "Walt Disney Presents." The company also bought one-minute spots in certain shows as they became available; these included additional spots in "Roaring 20s," as well as participations in the "Untouchables." Also on its schedule were 12 half-hours of "Rocky and His Friends." Throughout the calendar year 1960, American Chicle sponsored 138 quarter-hours in ABC's daytime shows.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the data about the 100 leading advertisers in 1960. The usual features will be back in their regular places next week.

Scheduled for 1961-62 are weekly participations in ABC's "Hawaiian Eye," "Naked City" and "77 Sunset Strip," as well as alternate week participations in "Ben Casey." Four weekly one-minutes will be used in daytime.

In September, American Chicle will move in with one-quarter hour weekly on "American Bandstand," as another gum company, Beech-Nut Life Savers, departs from the Dick Clark dance show with which it had long been associated.

American Chicle's hard-hitting commercials also got heavy play in spot tv, where the company ranked as the 45th largest advertiser in 1960. Of the $2,448,910 spot tv total, a little more than half, or $1,308,770, promoted Dentyne. The remainder was broken down as follows: Certs, $468,540; Rolaids, $346,210; Clorets, $257,180; Chiclets, $35,120; Coughlets, $27,790, and Beeman's gum, $5,300.

■ Along with the other gum makers—first-place Wrigley, as well as Beech-Nut and Clark—American Chicle raised the wholesale price of its 20-package gum carton from 55¢ to 60¢ in April, 1960. The company reported that, with few exceptions, the retail price continued to be 5¢.

Last year the company added manufacturing plants in Peru and England, bringing the total list of foreign subsidiaries to 11. Its products are sold in more than 100 countries outside of the U.S. The company uses print, radio and a little tv in some foreign markets. Extensive consumer sampling is used in Africa and other underdeveloped areas to introduce its products.

Other products made by American Chicle include Black Jack gum, Adams Clove gum and Adams Grape gum.

With the death of Board Chairman Philip L. Becker last December, Thomas H. Blodgett was appointed honorary chairman.

ADVERTISING EXPENDITURES

	1960	1959
Network Television	$ 4,612,913	$ 3,331,580
Spot Television	2,448,910	2,496,540
Total Measured	7,061,823	5,828,120
Total Unmeasured	1,838,177	1,671,880
Estimated Total Expenditure	8,900,000	7,500,000

MARKETING PERSONNEL

Sales

T. H. Smith, senior vp, merchandising
R. B. Kyle, exec vp
L. H. Smiley, vp, domestic sales
J. L. Trevor, products development manager
T. S. Williams, assistant sales manager
F. J. Hartmann, brand manager
R. Soule, brand manager

Advertising

R. L. Harris, advertising manager

ADVERTISING AGENCIES

Ted Bates & Co., New York—Rolaids, Dentyne, Certs, Chiclets, Beeman's and Trident—John Lyden, management representative; J. Ross MacLennan, account group head; Fred Lemont, account supervisor. Account executives are Cameron

Any day now you'll find it in a Boston antique shop

The light is going out in Boston's quaint gas lamps. Like so much else of old Boston they're giving way to the new. The "new" is fashionable in the Hub — new street lights, new streets, new buildings, new industries, new expressways, new spirit, new excitement — and a new #1 newspaper — The Globe.

The Globe leads in every category of readership. Among the 13% of Boston families with incomes over $10,000, The Globe is the big favorite with the younger people in this high income group, the acquisitive 25-44 year-old readers. They're your prime prospects now and in the years ahead.

A new study of Boston newspaper audiences by Carl J. Nelson Research, Inc., reveals this and other facts extremely favorable to The Globe. Conducted in consultation with the Advertising Research Foundation, the survey is available in a brochure called "The Buying Bostonians," featuring highlights of the study. For your copy, call your Million Market Man.

There's a new Boston and The Globe is its #1 paper

MORNING • EVENING • SUNDAY • A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO

What's in the Keg that's SO GREAT?

Merchandisable* Key-City household coverage in 18 Florida cities, that's what! Look at this – The Tampa Tribune and Tampa Times low-cost combination gives you practically 100% average daily household coverage of Tampa, Brooksville, Dade City, Lake Wales, Sebring, Wauchula and Winter Haven; 98% of Plant City; 91% of Avon Park; 80% of Bartow; 79% of Arcadia; 56% of Lakeland; 49% of Bradenton; 40% of Clearwater; 38% of Okeechobee; 37% of Ocala; 29% of Sarasota and 20% of Gainesville.

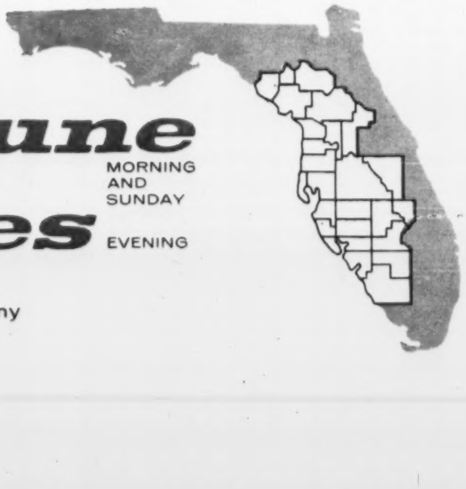
Not "one-city" coverage but 18 cities with one buy! . . . plus 42% average daily household coverage of 25 rich, busy counties – Sales Dynamite in West Coast and Central Florida! **Tampa T'n T deserves a spot in your TOP SCHEDULES.**

**20% – 100% average daily household coverage. *Source: Households, 1960 U.S. Census; Circulation, ABC, 3/30/61. NOTE: Market figures less City of St. Petersburg.*

THE Tampa Tribune 'n Times

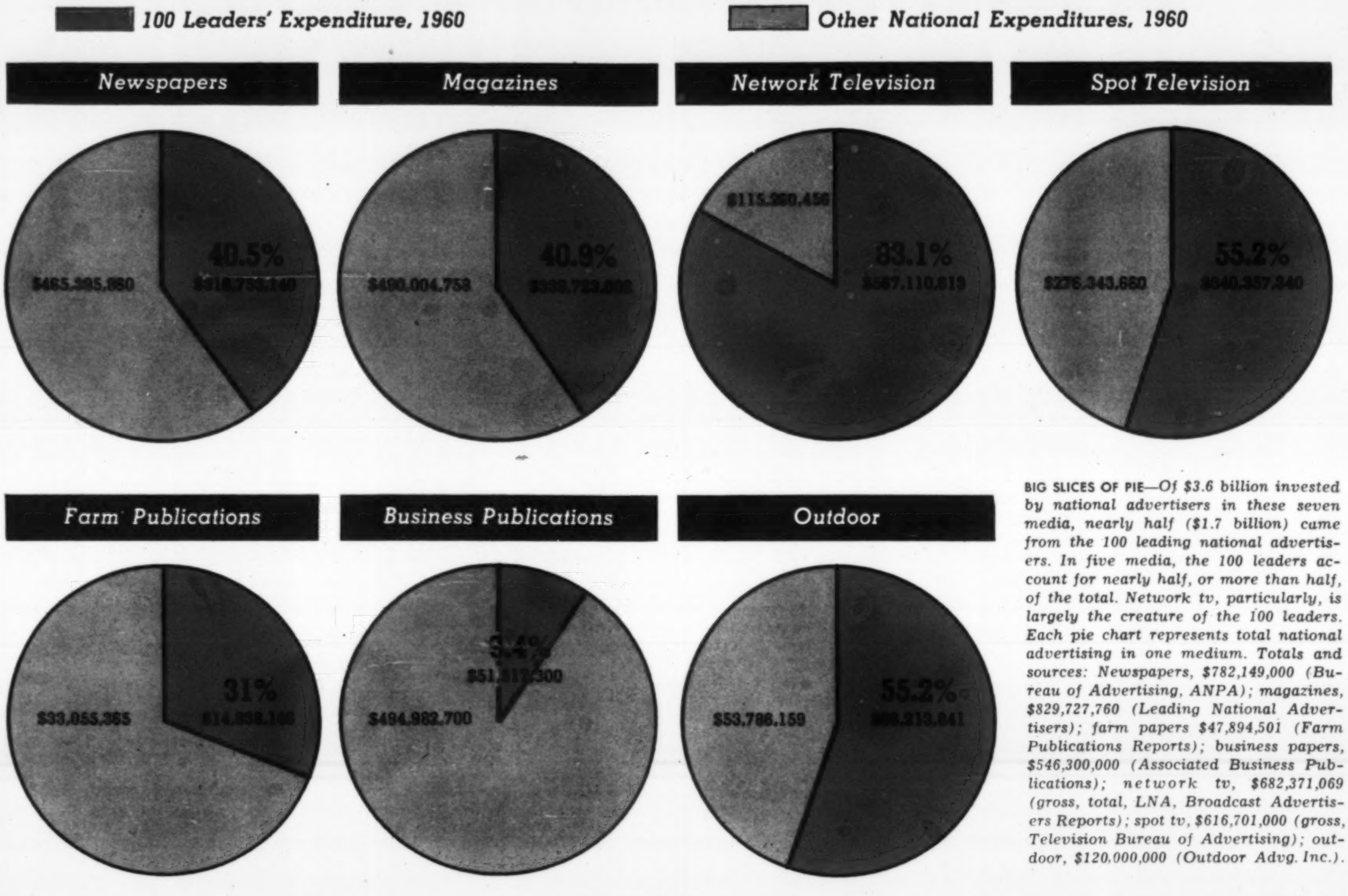
MORNING
AND
SUNDAY

EVENING



Represented Nationally by Sawyer-Ferguson-Walker Company

100 Leading National Advertisers Account for Giant Share of Expenditures in Most Media



BIG SLICES OF PIE—*Of $3.6 billion invested by national advertisers in these seven media, nearly half ($1.7 billion) came from the 100 leading national advertisers. In five media, the 100 leaders account for nearly half, or more than half, of the total. Network tv, particularly, is largely the creature of the 100 leaders. Each pie chart represents total national advertising in one medium. Totals and sources: Newspapers, $782,149,000 (Bureau of Advertising, ANPA); magazines, $829,727,760 (Leading National Advertisers); farm papers $47,894,501 (Farm Publications Reports); business papers, $546,300,000 (Associated Business Publications); network tv, $682,371,069 (gross, total, LNA, Broadcast Advertisers Reports); spot tv, $616,701,000 (gross, Television Bureau of Advertising); outdoor, $120,000,000 (Outdoor Advg. Inc.).*

Higgins and Pat Lee, Dentyne; John Van Deusen, Rolaids; George White, Certs and Trident; and Hamilton Wilson, Chiclets, Beeman's and new products.

Kenyon & Eckhardt, New York—Clorets and Coughlets—Kevin Kennedy, account supervisor, and Larry Botto, account executive.

American Cyanamid Co.

	1960	1959
Sales	$578,389,585	$583,574,569
Earnings	46,820,953	52,284,191
Advertising	20,704,000	19,543,000

American Cyanamid Co., New York, the nation's 45th largest advertiser, passed the $20,000,000 mark in advertising expenditures for the first time in 1960. The $20,704,000 expenditure was up 5.9% from 1959.

Cyanamid, the nation's sixth largest chemical producer, saw a decline in sales and profits in 1960. Sales were off only 1% but earnings slumped more than 10%. The company blamed the poor showing on the business recession, lower prices received for its products and higher expenses.

■ Capital investment costs soared. The company reported an expenditure of $48,287,849 for new and expanded plants and related capital projects, compared with $35,496,080 in 1959. A good chunk of this was spent to expand facilities overseas, where Cyanamid now does 16% of its total volume.

Cyanamid produces more than 6,000 different chemical products, and these are marketed through 11 operating units. Sales gains were made during the year in antibiotics, Aristocort steroid drugs, Unitane pigments, Aurofac animal-feed supplements and surgical sutures. Among the products showing sales declines were melamine molding compounds, vitamins, dyestuffs, textile chemicals, rubber chemicals and acrylonitrile.

Very few of Cyanamid's products are sold directly to the consumer and the company is therefore a major user of media reaching special groups. It is one of the nation's largest users of business publications, with an expenditure of $3,434,000 in 1960. It is also one of the largest users of farm publications, spending $1,600,000 in this medium in 1960.

The company reported that its budget for media space and time in 1960 totaled $9,015,000, including production costs. The remaining $10,689,000 covered costs of direct mail, booklets and bulletins, demonstrations and exhibits, sales promotion materials, motion pictures and other collateral materials.

■ Cyanamid's biggest advertising unit is Lederle Laboratories, one of the nation's largest pharmaceutical producers. Testifying last September before the Kefauver drug industry investigating committee, Lederle reported that it spent $3.51 a month per doctor on advertising—or about $8,464,000 a year. Included in this total were $3,200,000 spent on samples distributed to doctors, $2,650,000 on advertising in medical journals and $1,250,000 on direct mail advertising.

Not included in this total is the cost involved in maintaining 800 detail men who call on doctors for Lederle. Dr. W. G. Malcolm, president of Cyanamid, estimated the cost of the detail force at $13,000,000 to $15,000,000 a year.

Lederle strengthened its position in the antibiotic field during the year. Declomycin,. a broad-spectrum antibiotic introduced in 1959, became the No. 1 selling antibiotic in the domestic market, passing Achromycin, another Lederle product. The Declomycin line was broadened with the addition of Declomycin syrup and Declostatin, a combination of Declomycin and the antifungal antibiotic, Nystatin. The Aristocort steroid line also was broadened with the addition of Aristoderm Foam and Neo-Aristoderm Foam for treatment of skin ailments.

Lederle revised its marketing policy for broad-spectrum antibiotics by placing more emphasis on direct selling to retailers, bypassing the wholesaler. In line with this change, Lederle cut its antibiotic prices to direct accounts by 15%.

■ Cyanamid's agricultural division, which accounts for 17% of total volume, spent an estimated $3,600,000 in 1960 to promote its animal feed supplements, defoliants, fertilizers, herbicides, insecticides and veterinary medicines. Among these products the Aureomycin feed supplements were probably the most heavily promoted. In addition to farm papers, the division uses a heavy spot radio program to reach farmers.

Contributing substantially to the expanded ad budget was the continuing campaign to build consumer awareness of Creslan, Cyanamid's new acrylic fiber. The fibers division, marketer of Creslan, had a budget in excess of $1,000,000. The campaign involved use of large-space insertions in *Life*, backed by schedules in fashion magazines, shelter books and Sunday supplements. During the year, Creslan was introduced into three new product areas—blankets, carpets and pile-lining fabrics.

The remainder of Cyanamid's $2,000,000 expenditure in consumer media was spent on a corporate campaign, using pages and spreads in *Business Week*, *Life*, *Saturday Evening Post*, *U.S. News & World Report* and financial papers.

■ Among the new products introduced during the year were Cyanocel, an acrylonitrile-treated cellulose product which produces "bulbless lighting"; three new suture products; two new ultraviolet absorbers; and a new line of Calcozine dyes for acrylic fibers.

The company has announced its entry into the thermoplastic field with plans to manufacture methyl methacrylate, an acrylic material widely used in the construction, automobile and aircraft industries, among others. In line with this expansion, Cyanamid recently acquired Wasco Chemical Co., Cambridge, Mass., the nation's second largest producer of cast acrylic sheets, much of which is used in the manufacture of Skydome plastic skylights.

Two new drugs are being introduced this year by Lederle. One, Trepidone, is a tranquilizer. The second, Varidase, is an enzyme drug which may be helpful in treating heart disease.

The federal government has two actions pending against Cyanamid. The Federal Trade Commission has charged Cyanamid and four other companies with monopoly and price-fixing in antibiotics. Hearings on the complaint were concluded in 1960. In October, the Department of Justice filed a civil complaint against Cyanamid, charging the company with conspiracy to restrain and monopolize trade in melamine and melamine products. Among other things, the government is demanding that Cyanamid divest itself of Formica Corp.

There have been two changes in advertising agency assignments. Erwin Wasey, Ruthrauff & Ryan, the leading agency in the Cyanamid lineup, succeeded Foreign Advertising & Service Bureau on international advertising for Lederle, Formica and general chemicals. And last March three departments of the organic chemicals division—rubber chemicals, intermediates and petrochemicals—moved from Hazard Advertising

FACT: During the first six months of 1961 SPORTS ILLUSTRATED ranked 1st among all magazines in pages of deodorant advertising; 2nd in shaving goods and lotions; 4th in personal hygiene and health products; and 5th in toilet soaps.

Sports Illustrated is high on the lists of many drug and toiletries advertisers, and it is going higher.

Primarily this is because many drug and toiletries advertisers have discovered the importance of putting extra sales pressure on the "heavy users"—and certainly Sports Illustrated's readers qualify as "heavy users" on almost every count.

High family income — median is $10,835, one of the highest of all magazines. Two- and three-bathroom homes—36% valued at $25,000 or over. 87% of household heads in business and the professions, 66% of the businessmen in top jobs. They have to be well groomed. Larger families—12% above U.S. average. Active people (or they wouldn't be reading a magazine like Sports Illustrated) interested in health and fitness as well as sport, naturally. Outdoor people—best prospects for protection against winter cold, summer heat, nature's pests of fields, woods, waters, locker rooms.

Add to this the unique promotional opportunities available through the combination of sport and Sports Illustrated—and you find that in drugs and toiletries, as in so many fields, that

SI is a basic buy.

Sports Illustrated
AUGUST 21, 1961
25 CENTS
THE BEST GIRL GOLFER
Judy Torluemke

For a copy of the recent survey by Erdos & Morgan of the Sports Illustrated market for drugs and toiletries, write David L. McCoubrey, Market Research Director, Time and Life Building, Rockefeller Center, New York 20.

to Ben Sackheim Inc.

Last month Cyanamid named Henry Wendt Jr. to the new post of director of advertising. Mr. Wendt, former general manager of the surgical products division, will coordinate all divisional advertising, reporting to A. B. Clow, corporate vp for marketing.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 220,000	$ 190,000
Magazines	1,835,000	1,315,000
Farm Publications	1,191,000*	1,146,000
Business Publications	3,000,000**	2,818,000
Spot Television	51,000	100,000
Network Television	281,000	———
Total Measured	6,578,000	5,569,000
Total Unmeasured	14,126,000	13,974,000
Total Expenditure	20,704,000	19,543,000

* Company reported $1,600,000.

**Associated Business Publications estimate. Actual total reported by company was $3,434,000.

AGRICULTURAL DIVISION

MARKETING PERSONNEL

E. H. Smythe, marketing director
F. H. Cappy, advertising manager

ADVERTISING AGENCY

Cunningham & Walsh, New York—animal feed and veterinary products, defoliants, food chemicals, fumigants, fungicides, herbicides, insecticides, nitrogen and phosphate products—Roy Gorski, account executive.

animation, inc. combines creative and technical skills to produce extraordinary results • hollywood calif.

FIBERS DIVISION

MARKETING PERSONNEL

M. B. Friedman, general merchandising manager
C. W. Rice Jr., advertising and promotion manager

ADVERTISING AGENCY

Ben Sackheim Inc., New York—Creslan acrylic fiber—L. Nemerson, account executive.

FORMICA CORP.

MARKETING PERSONNEL

R. T. MacAllister, vice president, marketing
E. A. More, advertising director

ADVERTISING AGENCY

Perry-Brown Inc., Cincinnati—decorative laminates, Sprague Mulliken, account executive; flakeboard and adhesives, Jerome Graham, account executive; industrial, Robert Hughes, account executive.

INDUSTRIAL CHEMICALS DIVISION

MARKETING PERSONNEL

H. E. Nehms, sales manager
C. W. Kohlman, advertising manager

ADVERTISING AGENCY

Erwin Wasey, Ruthrauff & Ryan, New York—paper chemicals, process chemicals, petrochemicals—Russell Branch, account executive.

LEDERLE LABORATORIES

MARKETING PERSONNEL

C. W. Piercy, director, marketing
A. J. Daly, advertising manager

ADVERTISING AGENCIES

Erwin Wasey, Ruthrauff & Ryan, New York—pharmaceuticals—John F. Hogan, account supervisor.

Burdick & Associates, New York—Aristocort, Pathibamate and Pathilon products—John W. Sullivan, account executive.

ORGANIC CHEMICALS DIVISION

MARKETING PERSONNEL

Hugh Puckett, director of sales
Jerome J. Lawson, manager of advertising and promotion department

ADVERTISING AGENCIES

James McMahon Inc., New York—explosives and mining chemicals—James McMahon, account executive.

Ben Sackheim Inc., New York—textile chemicals—George Pampel, account executive; dyes, intermediates and rubber chemicals—William B. Walker, account executive.

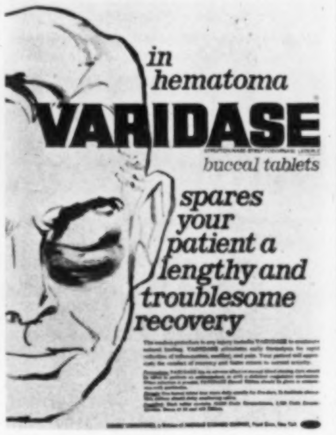
Erwin Wasey, Ruthrauff & Ryan, New York—refinery chemicals—Russell Branch, account executive.

MARKETING PERSONNEL

H. C. Milton, sales manager
E. K. Hunt, merchandising manager
N. L. Prince, advertising manager

ADVERTISING AGENCY

Erwin Wasey, Ruthrauff & Ryan, New York—bonding and coating resins, laminating resins, reinforced plastics, thermoplastic and thermosetting molding compounds—J. Nash, account executive.


in hematoma
VARIDASE
buccal tablets
spares your patient a lengthy and troublesome recovery

NEW—*Lederle Laboratories, ethical drug unit believed to account for nearly half of American Cyanamid profits, is currently introducing two new products to medical profession—Trepidone, a tranquilizer, and Varidase, an enzyme product designed to dissolve blood clots (promoted in ad above).*

PIGMENTS DIVISION

MARKETING PERSONNEL

E. W. Galloway, sales manager
J. D. Ward, advertising manager

ADVERTISING AGENCY

Hazard Advertising Co. Inc., New York—inorganic and organic chemical colors, Unitane (titanium dioxide)—James R. Thompson, account executive.

SURGICAL PRODUCTS DIVISION

MARKETING PERSONNEL

David P. Housh, sales manager
James P. Omalyev, advertising manager

ADVERTISING AGENCY

Erwin Wasey, Ruthrauff & Ryan, New York—surgical sutures, hypodermic needles and syringes, and surgical specialties—John Hogan, account executive.

CYANAMID OF CANADA LTD.

MARKETING PERSONNEL

B. F. Bowman, president
J. E. Holmested, manager of product advertising

ADVERTISING AGENCIES

Cockfield, Brown & Co.—Formica.

Erwin Wasey, Ruthrauff & Ryan—medical.

Vickers & Benson—agricultural and industrial.

CYANAMID INTERNATIONAL

MARKETING PERSONNEL

E. H. Bohle, manager, general chemicals department
H. L. Brown, manager, mining chemicals department
E. D. Candee, manager, advertising and public relations
H. A. Duran, manager, agricultural department
E. B. Flagg, manager, Formica department
E. J. Lukas, manager, fibers department
R. Roland, manager, pharmaceutical department

ADVERTISING AGENCIES

Erwin Wasey, Ruthrauff & Ryan, New York—John D. Hayes, account supervisor; William Stockdale, assistant account supervisor; pharmaceutical department (Lederle), Louis Carrafiello, account executive; general chemicals department and Formica department, John A. L. Mann, account executive.

Cunningham & Walsh, New York—agricultural department, Henry Pendzick, account executive.

James J. McMahon Inc., New York—mining chemicals department, James J. McMahon, account executive.

OVER-ALL COMPANY

MARKETING PERSONNEL

A. B. Clow, vp for marketing
John A. Ford, director of public relations
Henry Wendt Jr., director of advertising

ADVERTISING AGENCY

Erwin Wasey, Ruthrauff & Ryan, New York—institutional—Grant Worrell, account executive.

American Home Products Corp.

	1960	1959
Sales	$446,527,000	$420,843,000
Earnings	48,575,000	46,662,000
Advertising	65,000,000	62,000,000

American Home Products Corp., New York, the nation's seventh largest advertiser, increased its sales, earnings and advertising for the tenth consecutive year in 1960. Advertising is estimated at $65,000,000, compared with a revised estimate of $62,000,000 for 1959.

One of the most successful companies in American business, AHP markets what is probably the widest line of packaged goods of any U. S. company—some 500 all told. Since 1951 its volume has more than doubled while its profits have quadrupled. Last year's earnings increase of $2,000,000 was one of the "worst" showings this company has made over the past ten years.

Foreign operations account for 19% of volume—and this portion of AHP's business was up substantially last year. The company racked up a 17% increase in earnings from foreign operations.

■ Volume breaks down into four broad categories, as follows:

• *Ethical drugs* account for 44% of total sales. Products, mainly prescription drugs, are marketed in the U. S. by four companies: Wyeth Laboratories, Ayerst Laboratories, Ives-Cameron Co. and Fort Dodge Laboratories. Wyeth is by far the biggest of these units, doing an estimated $70,000,000 volume in the U. S. Ayerst is next in size and importance.

• *Packaged drugs* account for 25% of sales. Proprietary products, widely advertised, are marketed by Whitehall Laboratories.

• *Household products* account for 17% of volume. A long line of products is marketed by the Boyle-Midway division.

• *Foods* account for 15% of total sales. Another long line of products is marketed by American Home Foods, chiefly under the Chef Boy-Ar-Dee brand name.

■ With all its 500 products, American Home derives a substantial portion of its profits from a handful of specialties. It has been estimated that three products alone—Anacin, Dristan and Equanil—account for some $120,000,000 of AHP's volume, each grossing in the neighborhood of $40,000,000.

While ethical drugs account for nearly half of AHP sales, they require only a little more than 10% of the total ad budget. Some $7,000,000 was spent in 1960 by Wyeth, Ayerst, Ives-Cameron and Fort Dodge to promote their drugs to the medical profession. The bulk of this amount was spent by Wyeth, which put $1,000,000 into medical journals and $725,000 in direct mail. Ayerst spent some $780,000 in medical publications and $250,000 in direct mail.

Wyeth, which has grown spectacularly in recent years, slowed down a bit in 1960 under the impact of new competition in the tranquilizer market. The top Wyeth product, Equanil, lost its No. 1 position in this market to Librium, which was introduced early in the year by Roche Laboratories. Equanil remained, however, one of the nation's most widely prescribed drugs.

Ethical products scoring important sales gains during the year were Tubex, Wyeth's unique dosage form for injectables, and Premarin, Ayerst's estrogenic, used widely for treatment of the menopause and increasingly as a hemostatic agent. The company reported "highly promising" sales for Riopan, an antacid agent introduced by Ayerst in August, 1960. Ayerst made greater use of motion pictures and closed-circuit television to reach "the busy physician." The company called these media "especially effective" in the marketing of Premarin Intravenous, Mysoline and Fluothane (an anesthetic now used extensively in hospitals).

■ Whitehall Laboratories, second to none in the consumer drug field, pumped some $41,000,000 into the advertising bloodstream in 1961—roughly one-third of its gross sales. The most heavily promoted product—and possibly the top profit-maker in the AHP lineup—was Anacin, which received some $15,000,000 of advertising support and which strengthened its position as the No. 1 selling analgesic (ahead of both Bufferin and Bayer's aspirin).

Right behind Anacin came Dristan, No. 1 in the cold remedy field (it has 40% of the market) with a budget in the neighborhood of $8,000,000. Another $3,000,000 backed three additions to the Dristan line—Dristan Nasal Mist, which Whitehall now claims to be the leader in the nasal spray category; Dristan Decongestant Cough Medicine, introduced nationally in 1960; and Dristan Inhaler.

Preparation H, Whitehall's agent for hemorrhoids, continued to make market gains in 1960 and now outsells all competitors combined. It got more than $2,000,000 of advertising support, largely in small-space editorial-style news-

KELO-LAND

is a 103-county market. We have engineered KELO-LAND TV coverage to blanket all 103 counties. No other tv facility or "package" of

NORTH DAKOTA
MINN.
SOUTH DAKOTA
IOWA
NEBRASKA

unrelated stations can come even close to it!

ONE BUY! ONE RATE CARD! ONE FILM ORIGINATION GETS YOU ALL KELO-LAND SIMULTANEOUSLY!

MAJOR MARKET
TIE IT UP TIGHT WITH ONE BUY!
KELOLAND tv
KELO-tv SIOUX FALLS and boosters
KDLO-tv Aberdeen, Huron, Watertown • KPLO-tv Pierre, Valentine, Chamberlain
JOE FLOYD, Pres.; Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres.
Represented by H-R *In Minneapolis by Wayne Evans & Associates*

CBS • ABC

KELO-LAND TV GIVES YOU:

15% more viewers than the highest rated Omaha station.
35% more viewers than the highest rated Des Moines station.
94% more viewers than the highest rated North Dakota station.
24% more viewers than the highest rated Duluth-Superior station.

Source: ARB Audience Reports March 1961, average quarter-hour homes reached Sunday thru Saturday 9 a.m. to midnight

SURE

The Free Press SELLS

FOOD

1150 canned hams sold from one 10″ ad which included a premium offer.

BUSINESS

Stock broker received 121 requests for a prospectus offered in a 1 col. x 3½″ ad.

WOMENS' WEAR

One 24″ ad sold $6,000.00 worth of fur stoles.

APPLIANCES

$20,000.00 in TV set sales from one 4 col. x 12″ ad.

COSMETICS & TOILETRIES

Leading department store placed nearly 2½ times more lineage of this category in Free Press than in other paper in 1960. (Media Records)

TRAVEL & RESORTS

7290 pieces of literature mailed in reply to a "Florida Vacation Planner" offer.

THE FREE PRESS SELLS TO
573,273 reader families daily
622,242 Sundays

The Free Press offers you the 2nd Annual Top Ten Brands Study, the only *current* and *continuing* survey of the Greater Detroit Market. Available soon.

2nd

ANNUAL TOP TEN BRANDS STUDY

Arrange for your Top Ten Brands Study clinic. Call or write CYRIL BROWN, National Sales Manager — or Story, Brooks & Finley, National Representatives.

SO REWARDING TO READ . . . SO REWARDING TO USE

The Detroit Free Press

MICHIGAN'S *ONLY* MORNING NEWSPAPER

paper insertions and tv commercials acceptable to the nation's less squeamish stations.

Whitehall used the Prep H advertising format to introduce Sleep-Eze in 1960. This is a sleeping tablet launched with a $1,000,000 ad budget. By the end of the year AHP was able to claim that it was in second place in this field. Still another product launched in 1960 with a $1,000,000-plus budget was Dondril anti-cough tablets.

Two other proprietaries carrying budgets in excess of $1,000,000 last year were InfraRub and BiSiDol powder and mints. Whitehall has a raft of other brands in its stable but did little to promote them in 1960. Among these are Kolynos toothpaste, Heet (for muscular pains), Neet depilatory Outgro (for ingrown toenails), Primatene (for asthma) and Sudden Beauty facial mask.

■ Boyle-Midway, the household products division, had a good year in 1960 although it realigned its agency roster again. Sales were up about 10%, with the big gainers being Wizard deodorizers, Griffin shoe polish, Aero-Shave, Sani-Flush and Easy-On Spray Starch. The multi-product line was promoted to the tune of $9,000,000, with the biggest support—some $1,500,000—going behind Aero Wax, which runs second to the S. C. Johnson brand in the floor wax field.

Boyle-Midway has a number of specialties which are either unique or do extremely well in their fields. Among these are 3-In-One Oil, Plastic Wood, Easy-Off oven cleaner, Antrol garden products and the Black Flag insecticides (believed to be No. 2 in the market). Aero-Shave has 14% of the shaving cream market. Like Whitehall, this division has many brands which are dormant advertisers.

Added to the line in 1960 were Wizard kitchen and bathroom deodorizers, Griffin 30-second shoe shine, Woolite (a cold water wash which was acquired by AHP) and Easy-On spray starch, which jumped to the head of a rapidly-expanding market by becoming the first product of its type to achieve national distribution.

■ American Home Foods also chalked up a sales increase in 1960, largely as a result of expansion of the Chef Boy-Ar-Dee line of Italian-style foods. This division, which spent some $8,000,000 on advertising, put three new products into national distribution—Meat Ball Stew, Spaghetti Dinner with Meat Balls and Pizza with Sausage. The company claims to be the leader in the high volume pizza mix market.

In addition to the Chef Boy-Ar-Dee line, American Home Foods markets G. Washington's Seasoning and Broth, Burnett's flavoring extracts and food colors and Dennison's Chili Con Carne (sold in western states only). During the year the company acquired Franklin Foods Inc., a peanut roaster, and the division is now marketing Franklin Peanuts.

■ AHP continued to rely mainly on television to move its products. It put some $40,000,000 into the medium in 1960, with Anacin and Dristan the biggest beneficiaries. During the year it had spots running on some 30 different network shows. At one time—in October—it had 23 shows going at once. Among its top vehicles were "Bachelor Father," "The Untouchables," "Surfside Six," "Hawaiian Eye," "77 Sunset Strip," "Have Gun—Will Travel," "Douglas Edwards with the News" and "Sunday News Special."

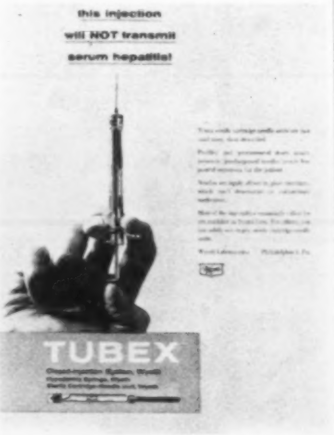
The print schedule remained about what it was in 1959—$6,820,000 in magazines, $3,460,000 in newspapers.

Once again, true to its philosophy, American Home Products Corp. didn't spend a dime on any corporate advertising. AHP is highly decentralized, with each division expected to run its own show—that is, make a profit. No effort is made to promote the maker of the product. It is strictly a brand promotion operation and most American Home ads never mention the name of the manufacturer.

■ Also part of the American Home operation is a house agency, John F. Murray Advertising, whose history antedates the corporation. Some 25 employes are assigned to Murray, which handles a number of low-volume products as well as print advertising for several high-volume ones such as Anacin and Dristan. The agency also writes the master contracts for AHP advertising.

Boyle-Midway, which had a major agency revamp in 1959, went to the well again in 1960. J. Walter Thompson Co., which picked up the bulk of the business in 1959, was dropped—and Ted Bates & Co., top agency in the Whitehall lineup, was added. Bates was assigned Aerowax, Black Flag and Sani-Flush. Tatham-Laird, another Whitehall agency, which also joined the Boyle-Midway family in 1959, got Aero-Shave. The Wizard deodorizers were assigned to Cunningham & Walsh.

The major new product assignment in Whitehall was the appointment of Tatham-Laird to handle Dondril. Street & Finney was added to the lineup to handle a test product, Digene.



TO THE DOCTOR—*Ethical drugs account for 44% of American Home Products sales; and Wyeth's Tubex injection system was one of the star sales performers in 1960—helped along by hard-sell ads like this one.*

On the ethical drug front, Ayerst dropped Cortez F. Enloe Inc. and consolidated the bulk of its account with Paul Klemner & Co. However, Ayerst also added Ted Gotthelf Associates and Donaldson Associates to its roster.

Ives-Cameron Co. moved its account from Lewis & Gilman (the Wyeth agency) to Jordan, Sieber & Corbett.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 3,460,401	$ 3,968,000
Magazines	6,820,355	6,483,000
Farm Publications	289,043	516,000
Business Publications	1,189,200	1,014,000
Spot Television	9,412,110	10,658,000
Network Television	33,376,057	28,109,000
Outdoor	277,692	820,000
Total Measured	54,824,858	51,568,000
Total Unmeasured	10,175,142	10,432,000
Estimated Total Expenditure	65,000,000	62,000,000

AMERICAN HOME PRODUCTS

MARKETING PERSONNEL

(Corporate)

A. G. Brush, chairman
H. E. Carnes, vice-chairman
W. F. LaPorte, president
K. A. Bonham, exec vp
H. W. Blades, exec vp
K. R. Baumbusch, advertising

Announcing the Completely New Rambler American!
'61 Rambler

NEW AMERICAN—*American Motors Corp. gave its Rambler American its first complete restyling job in 10 years for the 1961 model.*

AMERICAN HOME FOODS

MARKETING PERSONNEL

L. J. Sauers, exec vp and general manager
J. B. Shortlidge, vp for sales

Advertising

Harry Wholley, vp in charge of advertising
W. E. Kratzke, advertising manager

ADVERTISING AGENCIES

Young & Rubicam, New York—Chef Boy-Ar-Dee, Dennison's Foods, Franklin Foods—George Dippy, management service director; Jesse D. Bickmore, account supervisor; James J. Tyrrell, Richard Hoffman, Charles Fryer and Mason Plank, account executives.

John F. Murray Advertising Agency—G. Washington's broth & seasonings, Burnett's extracts—Ronald Greiner, account supervisor.

WHITEHALL LABORATORIES

MARKETING PERSONNEL

K. A. Bonham, president
Jack Finn, exec vp
Dulaney Smith, vp of product development
R. G. Rettig, vp, advertising
W. L. Sibert, advertising manager

ADVERTISING AGENCIES

Ted Bates & Co., New York—Television advertising for Anacin, Heet, Freezone, Sudden Beauty, Lip-Guard, Outgro, Preparation H, Primatene, Trendar, Sleep-Eze, Children's Anacin; print advertising for Compound W, Freezone, Heet and Bronitin—Dan Rodgers, group head; David Loomis, account supervisor; Frits Bodde and Dick Mullan, account executives.

Tatham-Laird, New York—Kolynos, Dristan line, Dondril and Painquellizer—Hal Frazee, account supervisor; Joan Somerville, account executive.

Sullivan, Stauffer, Colwell & Bayles, New York—BiSiDol and InfraRUB—Doug Coyle, management supervisor; Val Hill, account supervisor; Daniel Hirsch, account executive; and Fred Spruytenberg, assistant account executive.

Lawrence C. Gumbinner Advertising Agency, New York—Neet and Resdan—Harold Braun, account executive.

John F. Murray Advertising Agency, New York—Print advertising for Anacin, Preparation H, Primatene, Outgro, Dristan tabs, Instil and Duplexin—Alice Carle, account supervisor.

Cunningham & Walsh, New York—Direxin, Sperti and Hill's—Edward H. Calhoun, account supervisor.

Street & Finney, New York—Digene—Lee Trudeau, account supervisor.

BOYLE-MIDWAY DIVISION

MARKETING PERSONNEL

Bernard Gould, president
Warren Tingdale, senior vp-sales
William Eastham, exec vp
Melvin Birnbaum, vp of merchandising
Jack McClellan, vp of new product development

ADVERTISING AGENCIES

Tatham-Laird, New York—Aero-Shave, Griffin shoe polish, Easy-Off oven cleaner and Easy-Off window spray—Ralph Linder, account supervisor; Wright Nodine and Jack Davis, account executives.

Ted Bates & Co., New York—Aerowax, Black Flag insecticides and Sani-Flush—Dan Rodgers, group head; Paul Moseley, account supervisor; Jack Anderson, James Kavanagh and Arthur Stangby, account executives.

Cunningham & Walsh, New York—Easy-On spray starch and Wizard deodorizers—Lee Baer, account supervisor; James H. Dolgins (Wizard) and Lee O'Callahan (Easy-On), account executives.

John F. Murray Advertising Agency, New York—3-in-1 Oil and Plastic Wood—Ronald Greiner, account executive.

Maxwell Sackheim-Franklin Bruck, New York—Antrol and other garden products, Woolite and Lastic Life—Roger Franklin and Milton L. Price, account executives.

WYETH LABORATORIES

MARKETING PERSONNEL

H. W. Blades, president
S. V. Smith, vp of sales
D. J. Withington, director of sales promotion (advertising)
H. G. AuBuchon, director-sales manager

ADVERTISING AGENCY

Lewis & Gilman, Philadelphia—all products—Albert P. Molinaro Jr., account executive.

AYERST LABORATORIES

MARKETING PERSONNEL

W. Boyd O'Connor, president
C. M. Johnson, vp in charge of marketing
L. E. Simpson, director of promotion (advertising)

ADVERTISING AGENCIES

Paul Klemtner & Co., New York—Ethical drugs (bulk of the account)—Ed Funk, account supervisor; Paul Chusid, account executive.

Jordan, Sieber & Corbett, New York—Thiosulfil line—S. Mitchell Jablons, account supervisor; James Foley, account executive.

Ted Gotthelf Associates, New York—Enziflur—Ted Gotthelf, account supervisor.

Donaldson Associates, Huntington, L. I.—Clement W. Cook, account executive.

IVES-CAMERON CO.

MARKETING PERSONNEL

John A. Cawley, president
Edwin Roberts, exec vp
Herbert Lowenkron, director of advertising and promotion

ADVERTISING AGENCY

Jordan, Sieber & Corbett, New York—S. Mitchell Jablons, account supervisor; James Foley, account executive.

FT. DODGE LABORATORIES

MARKETING PERSONNEL

D. A. Peterson, president and general manager
A. Q. Britton, vp for production
J. L. Ruebel, manager-advertising

ADVERTISING AGENCY

MacManus, John & Adams, Bloomfield Hills, Mich.—Ward Olmstead, account supervisor.

American Motors Corp.

	1960	1959
Sales	$1,057,716,447†	$869,849,704†
Earnings	48,243,361†	69,341,832†
Advertising	24,300,000	20,600,000

†For fiscal years ended Sept. 30
*Estimated by AA

American Motors Corp., Detroit, the nation's 36th largest advertiser, boosted its advertising budget by an estimated $3,700,000 in 1960 as sales continued to rise.

AMC nearly doubled its ad budget in 1959 when the Big Three auto makers entered the compact car field. The company continued to pour on the coal last year as Rambler unit sales climbed from 363,372 to 422,273.

Sales for the fiscal year ended Sept. 30, 1960, rose 22%, and profits before taxes were slightly ahead. However, tax provisions for carry-forward of losses from previous years ran out last year, substantially boosting the company's tax bill, and net earnings dropped about 20%.

For the first nine months of fiscal '61 (up to June 30), American Motors sales fell 19%, to $701,921,937 from $865,007,264 in the comparable 1960 period. Net income for the period dropped 54%, to $20,060,762 from $43,726,428.

■ AMC, with its Rambler series and British-made Metropolitan, captured 6.42% of the market last year, up from 6.01% in 1959, according to R. L. Polk & Co. figures. Rambler passed Pontiac to become the fourth largest selling auto last year.

American Motors continued to use newspapers as its dominant medium, investing $9,400,000 in newspapers last year, compared with $8,500,000 in '59. Investment in spot tv was boosted appreciably, from $1,400,000 to $2,800,000, and AMC used network tv for the first time in three years, with partial sponsorship of "Journey to Understanding" on NBC.

AMC instituted a new "progress sharing" program late last year whereby buyers of Ramblers and Metropolitans get payments in U.S. savings bonds if their purchases help to increase overall sales of the two cars. For each 10% that sales are increased, $25 in savings bonds value are given.

■ AMC's Kelvinator division had a sales decline of 1.3% in the last fiscal year, which the company said compared with a decline of

Top 25 Magazine Advertisers

Rank	Advertiser	Expenditure 1960	Expenditure 1959
1.	General Motors Corp.	$37,963,619	$29,420,343
2.	Chrysler Corp.	12,746,684	12,178,515
3.	Ford Motor Co.	10,882,179	10,682,742
4.	Distillers Corp.-Seagram Ltd.	10,876,273	11,994,197
5.	American Telephone & Telegraph Co.	10,768,628	8,819,431
6.	General Electric Co.	9,547,245	12,905,441
7.	General Foods Corp.	9,194,991	10,295,444
8.	Campbell Soup Co.	8,991,565	7,155,760
9.	American Home Products Corp.	6,820,355	6,483,084
10.	American Tobacco Co.	6,714,711	7,192,259
11.	Eastman Kodak	6,377,992	5,076,217
12.	National Dairy Products	6,267,562	6,325,250
13.	Bristol-Myers Co.	6,255,306	4,631,454
14.	National Distillers & Chemical Corp.	6,077,070	5,445,668
15.	Hunt Foods & Industries Inc.	5,962,317	4,499,440
16.	Goodyear Tire & Rubber	5,864,944	5,421,891
17.	E. I. Du Pont de Nemours & Co. Inc.	5,383,[illegible]74	5,565,963
18.	General Mills Inc.	5,351,066	6,317,093
19.	R. J. Reynolds Tobacco Co.	5,222,030	4,843,251
20.	Hiram Walker-Gooderham & Worts Ltd.	4,907,953	4,243,150
21.	B. F. Goodrich Co.	4,747,008	1,942,467
22.	Philip Morris Inc.	4,517,451	2,834,981
23.	Revlon Inc.	4,254,906	2,706,765
24.	Standard Brands Inc.	4,194,052	2,087,900
25.	Swift & Co.	4,156,360	2,323,029

Source: Leading National Advertisers

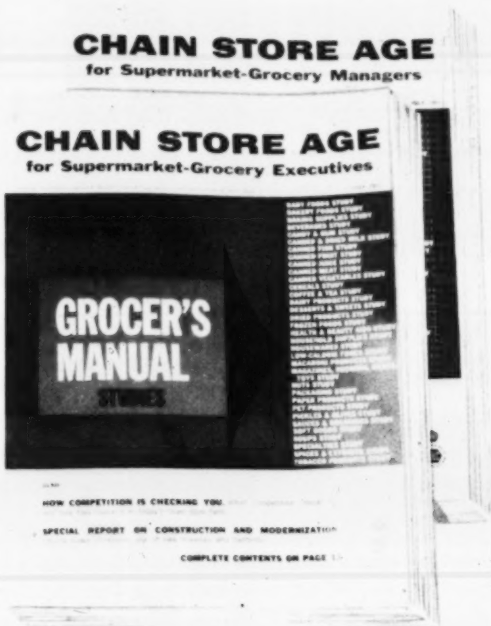
THE LARGEST VOLUME OF ADVERTISING IN A SINGLE ISSUE OF ANY GROCERY TRADE PAPER

in the first eight months of 1961!

THE BIGGEST SINGLE ISSUE EDITORIALLY IN THE GROCERY TRADE PRESS!

THE MOST EXTENSIVELY RESEARCHED COMPILATION OF EXCLUSIVE MARKETING DATA

on all grocery and general merchandise items carried in today's chain supermarkets!


CHAIN STORE AGE
for Supermarket-Grocery Managers
CHAIN STORE AGE
for Supermarket-Grocery Executives
GROCER'S MANUAL
HOW COMPETITION IS CHECKING YOU
SPECIAL REPORT ON CONSTRUCTION AND MODERNIZATION
COMPLETE CONTENTS ON PAGE

THE GREATEST NUMBER OF PAID SUBSCRIPTIONS AMONG FOOD CHAIN MEN

of any publication serving the food industry!

that's the CHAIN STORE AGE JULY GROCER'S MANUAL

it's the GREATEST!

Vital Statistics

July Grocer's Manual issue (Executives and Managers Editions):

ADVERTISING—Total pages: 200

EDITORIAL—Total pages: 330

RESEARCH—Chains operating a total of more than 10,000 stores contributed material from which Manual's merchandising analyses were computed . . . a cross-section big enough and wide enough to present an accurate marketing picture.

PAID SUBSCRIPTIONS—Total ABC-audited paid circulation: 42,686 (Publisher's statement, 6/30/61).

CHAIN STORE AGE/SUPERMARKET-GROCERY MAGAZINES
Executives and Managers Editions
2 Park Avenue, New York 16, N.Y.

nearly 8% for the appliance industry as a whole. The division produces a full line of white goods, including home laundry equipment, ranges, freezers, refrigerators and dishwashers, plus disposers, air conditioners and cooling and freezing cabinets. Most of these are sold under the Kelvinator, Leonard or A.B.C. brand names. In the second quarter of 1961, Kelvinator reported sales up 13.7% from the previous second quarter. On five major products, Kelvinator had the highest market penetration of any quarter in its history.

Kelvinator has its deepest penetration in the refrigerator field, where it currently has an 8% or more share of market. Its Foodarama combination refrigerator-freezer paces the line. Early this year it had budgeted $4,000,000 for advertising in '61, including $1,000,000 for key city ads. Dealers were introduced to a shorter line of products and an incentive program whereby they could earn credits toward the purchase of a new Rambler.

Roy A. Abernethy was promoted last year from vp of automotive distribution and marketing to exec vp, with responsibility for all automobile and appliance distribution and marketing. He was also named a director of the company.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 9,399,679	$ 8,507,433
Magazines	2,670,770	2,325,556
Farm Publications	38,567	——
Business Publications	349,500	403,600
Spot Television	2,826,190	1,428,100
Network Television	426,297	——
Spot Radio	*	435,000
Total Measured	15,711,003	13,599,689
Estimated Unmeasured	8,588,997	7,000,311
Estimated Total	24,300,000	20,600,000

*Not measured in 1960

ADVERTISING AGENCY

Geyer, Morey, Madden & Ballard, New York and Detroit—all U. S. advertising—John Henry and A. D. Gage, automotive account executives; William D. Lewis and D. A. Packard, appliance account executives.

AUTOMOTIVE DIVISION

MARKETING PERSONNEL

Sales

Roy Abernethy, executive vice president
Fred W. Adams, director of marketing
Virgil E. Boyd, director of automotive
James W. Watson, sales manager-metropolitan
A. E. Tracy, sales manager-west
T. A. Coupe, sales manager-east
W. G. Morgan, eastern regional manager
M. A. Saunders, southeastern regional manager
R. T. Prendergast, Great Lakes regional manager
V. J. Gillis, midwestern regional manager
Mark Page, southwestern regional manager
L. E. Stewart, western regional manager

Advertising

E. B. Brogan, advertising manager
John H. McGuckin, merchandising manager

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 9,155,166	$ 8,070,208
Magazines	2,139,738	1,655,776
Network Television	426,297	——
Spot Television	2,677,130	1,055,330
Total Measured	14,398,331	10,781,314

KELVINATOR DIVISION

MARKETING PERSONNEL

Sales

H. L. Travis, sales vp
E. B. Barnes, general sales manager
J. M. Tenney, assistant sales manager
W. L. Hullsiek, merchandising manager
H. A. Valencourt, sales manager—wholesale marketing, distributors
J. L. Young, eastern regional sales manager
L. E. Walters, southeastern regional sales manager; F. M. Breault, central regional sales manager
B. C. McCoy, southwestern regional sales manager
J. D. Downing, Pacific regional sales manager
W. W. Patterson, central regional and sales manager

Advertising

W. E. Saylor, advertising and sales promotion director
Lyle Schultz, assistant sales promotion and advertising director
L. J. Gage, sales promotion manager

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 232,051	$ 174,312
Magazines	531,032	667,320
Farm Publications	38,310	——
Spot Television	149,060	96,440
Total Measured	950,453	938,072

American Telephone & Telegraph Co.

	1960	1959
Sales	$7,920,454,000	$7,392,997,000
Earnings	1,212,966,000	1,113,152,000
Advertising	34,800,000*	31,100,000*

*Estimated by AA

American Telephone & Telegraph Co., New York, the 20th largest advertiser, increased its advertising about 11% in 1960 to an estimated $34,800,000.

Magazines and tv got most of the increase.

Termed the world's largest corporate complex, AT&T has 20 subsidiaries and affiliates. Its sprawling structure includes the chief telephone operating companies in the U.S.; its prime manufacturer and supplier (biggest in the phone business), Western Electric; Bell Telephone Laboratories, which concerns itself with research ranging from kitchen telephones to missiles; long distance lines laced around the nation; and overseas cables which are being increased substantially.

Combined, AT&T components just about tell the story of the U.S. telephone industry.

■ In 1960, another 2,793,000 Bell System telephones brought the total to 60,735,073, about 97% dial operated. Telephone calls averaged more than 219,000,000 daily, up from 208,000,000 in 1959. Direct distance dialing was extended so half the Bell system customers could dial their own long distance numbers; long distance usage increased 7%.

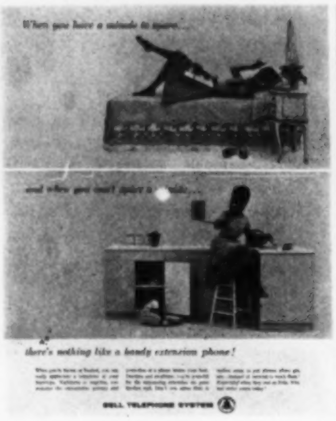
From growth patterns like these, AT&T's 1960 sales rose 7% to $7.9 billion. Earnings climbed 9% to $1.2 billion.

Western Electric sales in 1960, meanwhile, were $2.6 billion—up 14% over $2.2 billion in 1959. Earnings were $124,490,000, up from $102,188,000 in 1959. About 70% of total sales were to Bell System companies; another 27% went to the U.S. government.

The AT&T complex, spearheaded by Bell Labs, spun a big list of military and consumer advances in 1960: Bell scientists foresaw man-made satellites being used for transoceanic microwave relay of telephone conversations, data and tv programs; and in April, 1962, its engineers expected to be testing a satellite in orbit.

Also in 1960: tracking stations that maintained contact with the first U.S. astronaut were completed by Western Electric; Bell Labs and Western Electric teamed to provide communications to carry data from the U.S. Ballistic Missile Early Warning radar points in Greenland; and anti-missile missile development got stepped up.

■ On the consumer front, the "Princess" model telephone, which bowed in four states in 1959, reached 1,200,000 installations at the end of 1960, 1,500,000 last April and 1,700,000 in July.


there's nothing like a handy extension phone!
BELL TELEPHONE SYSTEM

BELL SELL—*This full-color page by American Telephone & Telegraph will break in November issues of Life, Look, Time and The Saturday Evening Post for Bell Telephone System, pushing the step-saving features of extension phones.*

A Farm Interphone system, combining the household telephone with a wide range of communication aids around the farm, appeared last June in all states except Alaska and Hawaii, and was advertised in 12 farm magazines.

Bellboy, a personalized signaling device which sounds a tone when a phone message awaits the user, has been offered in varied forms by Bell companies. AT&T reported it hoped to lick some frequency problems, and market-tested Bellboy in New York in the 1961 first quarter. Technical considerations, however, were expected to have a bearing on market potential.

AT&T's Call Director business telephone, a multi-line inter-office system which the company pushed heavily in magazines and newspapers, has accounted for more than 100,000 unit sales.

■ Data-Phone service, which allows business machines to "talk" to each other over the phone, had 1,100 sets in use at year's end. AT&T expected them ultimately "to be counted in hundreds of thousands." Paper tape, magnetic tape, punched cards and telewriting techniques can all work with Data-Phone service.

AT&T put the world's first electronic central office, forerunner of telephone switching systems of the future, into trial operation in 1960. It also offered, last January, Wide Area Telephone Service for customers with heavy long distance calls. For one flat monthly rate, the WATS customer can make as many out-of-town calls as he likes, within a prescribed area—biggest of which is the U.S., not counting Alaska and Hawaii.

Another AT&T development is Telpak service for customers who send large quantities of communications between specific points. It furnishes broadband channels for telephone, typewriter, high-speed data, facsimile and other communications needs.

With the opinion prevailing that it has pretty well saturated the U.S. geographically, in terms of actual telephone service, AT&T has come to depend on this axiom: "It is evident that most people want and are willing to pay for the best grade of service." It said 60% of residence phones had private service last year. Ten years ago the figure was 25%, and 75% had party lines. In residence extensions, alone, it added 1,200,000 phones in 1960.

■ To this end AT&T considered its major consumer promotion accomplishment in 1960 the development of full-line product-selling by all Bell System companies early in the year. The giant step opened the gate for multi-product national ads plugging (1) phones in more household locations, (2) different decorator colors, (3) phones with night lights, (4) home intercommunications systems, (5) Bell Chime and (6) extra listings in directories for members of the family.

■ At the same time, the Bell system began shifting almost wholly toward Spring, October and pre-Christmas promotions.

Spring, 1960, trumpeted a "Pick-a-Phone" theme, showing telephones in several handy locations. Four-color pages in *Life, Look, Time* and *Saturday Evening Post* formed one end of the national push. The other was via two-minute spots over AT&T's network tv buy (NBC-TV), "Bell Telephone Hour." The program ran bi-weekly, 16 times, from September through May.

Another NBC-TV effort for the Bell System was disclosed in mid-1961 when AT&T announced that during the 1961-62 season it would sponsor "Threshold," a three-part news series running 90 minutes each. The first, titled "At the Threshold," was scheduled to examine U.S. space projects—of which AT&T is a part—their cost, feasibility and timetable. The second, "Crossing the Threshold," was to deal with orbital flight, and the third, "Other Thresholds," with some of the "other frontiers of science."

■ AT&T's October campaign in 1960 was titled, "Dress Up for Fall With a Phone on the Wall." The same magazine and tv media were employed. In both the fall and spring campaigns, Bell System companies backed the national drive with their own local tv, radio and newspaper buys.

Later the theme was shifted to "Promise a Princess" for Christmas. Although AT&T again relied on minutes on "Bell Telephone Hour" and the same four weekly magazines, it reinforced the promotion heavily with kits supplied to Bell companies. These were packed with ad reprints and point of sale ammunition including big transparencies of the Princess.

AT&T reported it got 100% tie-in cooperation throughout the Bell system. In addition, AT&T has picked up a number of tie-ins from other advertisers as a result of the Princess and Bell colors. Van Heusen shirt ads in April, 1961, featured the colors, as did GE clocks. Department stores plugged the Princess in window displays, and shelter magazines specified the fashion-designed model for its room-setting shots.

■ In 1961, AT&T kicked off a mid-February campaign for its new Home Interphone system. The unit allows home owners to use phones for inside communications as well as outside calls. It bowed with a color spread in the March issues of *Diplomat, Holiday, House Beautiful, House & Garden, The New Yorker, Sports Illustrated* and *Town & Country.*

The Interphone previously was market-tested by four Bell associates—Mountain States Telephone Co., Southern Bell Telephone Co., Illinois Bell Telephone Co. and Bell of Pennsylvania. These were the same companies which tested the Princess before its debut.

AT&T tacked a bigger campaign right on the heels of the Interphone: "Spring Phone Fair," based on a circus and variety format. It centered on AT&T's full residential line. Color spreads and pages were run in magazines in April. Then in May and October, AT&T revived Interphone advertising with family-type testimonials in magazines, along with minutes over "Bell Telephone Hour."

■ The Long Lines department of AT&T has made heavy use of radio in summer. In mid-1961 it launched a 30-second spot schedule on four major networks—based on a "Go first by phone"

QUICK FROZEN FOODS

Covering everything
FROZEN!
• A $3 Billion Market
Average issue about 200 pages
23rd Year
QUICK FROZEN FOODS
82 Wall St., New York 5, N. Y.

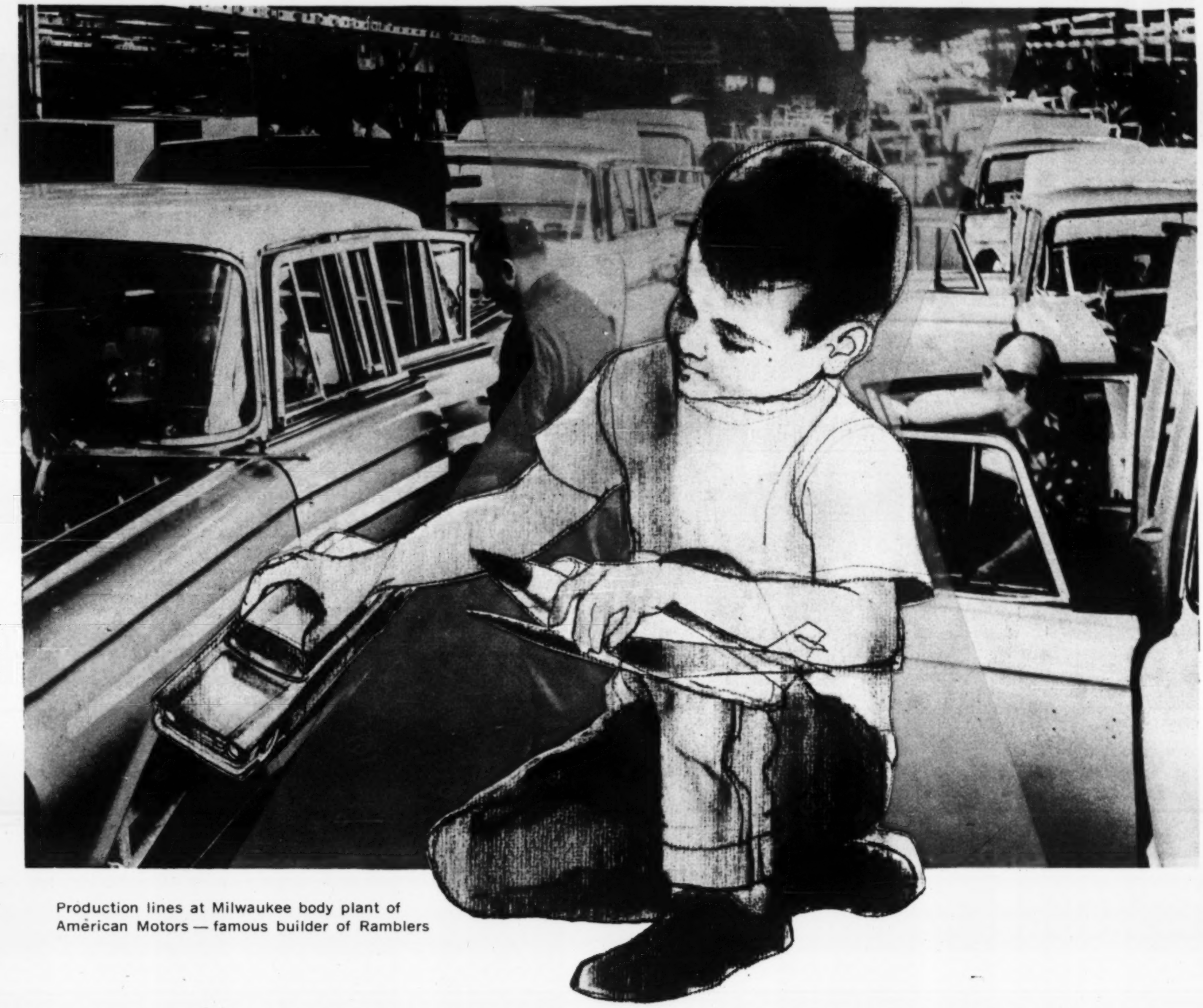
ASK YOUR BOSTON GLOBE REPRESENTATIVE TO SHOW YOU PAGES 35, 41, 119, 137, 197 AND 211 IN "THE NEW BOSTON" STUDY.*

NOTE THE HERALD-TRAVELER'S CONTINUED LEADERSHIP AMONG READERS WHO HAVE A BETTER EDUCATION, BETTER OCCUPATION, BETTER INCOME.

THESE ARE THE PROSPER BOSTONIANS - THE PEOPLE WITH THE BUYING POWER TO GIVE YOUR ADVERTISING GREATER PULLING POWER.

MORNING Herald-Traveler EVENING
BOSTON'S HOME-DELIVERED NEWSPAPERS
Represented nationally by Sawyer-Ferguson-Walker

*Not to be confused with "The Buying Bostonians" a Globe promotion piece based on "The New Boston" study.



Production lines at Milwaukee body plant of American Motors — famous builder of Ramblers

sales and market grow up together in MILWAUKEE
where wages top the U.S. average by 15%

The average boy can look forward to an above-average future in Milwaukee. Here, in 1960, the average weekly paycheck for manufacturers' production workers passed $105 (national average $90.91). This, in a million-plus population area where widely diversified industry produces a $3½ billion volume of varied goods yearly.

These healthy wages help make Milwaukee 6th in annual family buying incomes — over $7,500 — to create a *top-ten market* for the nation's advertisers. And among comparable markets, only The Milwaukee Journal offers such complete, economical one-paper coverage. In the Journal, advertisers reach 9 out of 10 families — at one low cost — no combinations or supplementary media needed.

THE MILWAUKEE JOURNAL

Member of Million Market Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO vacation and travel angle. In July and August, associated Bell companies gave local support with newspaper ads, displays and publicity aimed at increasing long distance calls. A free, 16-page booklet, "Travel Fun," was made available.

AT&T used color and b&w magazine pages to add momentum. The promotion also pointed out how Yellow Pages can help locate services away from home, and the convenience of guest-planned phone service in hotels and motels, and outdoor public phones.

The over-all Yellow Pages national campaign, estimated at $1,750,000 in 1961—double the figure of five years before—gained impetus in 1960 when AT&T unveiled its new National Yellow Pages Service. It allowed advertisers to buy space in more than 4,000 system directories under a one-contract, single bill basis. It also made Yellow Pages commissionable to agencies for the first time, provided ads were national insertions, and a quarter-page maximum.

Formerly, advertisers had to negotiate independently with Yellow Pages sales offices. The new plan, however, permitted buys of any part of Bell System's 90,000,000 circulation; a quarter-page for the entire list ran around $1,200,000. Bell kicked off a May-through-June push on the service in 1960 via 11 business papers, staged roadshow dramatizations to admen, and told Yellow Pages new service story on film.

Otherwise, Yellow Pages advertising by AT&T has had no seasonal pattern. Throughout 1961, AT&T banked on two-color pages in magazines. Local Bell companies chimed in.

■ Of the estimated $34,800,000 invested in advertising in 1960 by AT&T, magazines continued to get a large share. The magazine figure rose $1,949,197 to $10,768,628. The year before, it had gone up about $1,200,000.

Spot tv, all via the Bell companies, climbed $624,329 to $5,661,300. AT&T, which bought only one show ("Bell Telephone Hour") on network tv, had a measured time cost of $1,904,364 in that medium. This was nearly $500,000 more than the 1959 time figure. Talent and production for "Bell Telephone Hour" were recently estimated at $4,000,000, which would bring AT&T's network tv investment to about $6,000,000. It is believed that the show's talent and production costs were substantially underestimated prior to 1960. The new estimates formed the basis of a much higher over-all budget estimate for AT&T in 1960 by ADVERTISING AGE.

Business publications increased from $550,000 to $815,000, with $765,000 for Western Electric and the remaining $50,000 for Pacific Telephone & Telegraph. The farm publications breakdown showed $472,757 for AT&T, $4,965 for Chesapeake & Potomac Companies and $1,799 for Mountain States T&T.

Newspapers, meanwhile, dropped down $559,298 in the Bell Systems picture to $5,428,587. Top newspaper users among the affiliates were New York Telephone Co., $713,736; Pacific T&T, $689,666; and Southwestern Bell, $620,539. All three, however, spent less in newspapers in 1960 than the previous year.

In spot tv, Pacific T&T again was tops as it hiked its total by $453,276 to $1,697,230. Next were Southwestern Bell, $579,280; Southern Bell, $516,810; Bell Telephone of Pennsylvania, $571,430, and Ohio Bell, $479,260.

Of the affiliates, only six used outdoor. Pacific T&T hiked its budget up to $200,410, passing Southern Bell which kept its second spot with $148,764. The former leader, Southwestern Bell, dropped back to $96,520.

THE CONSTANT SEARCH FOR A BETTER WAY
Research and organization of the Bell System are vital factors in improving your telephone service and holding down its cost
BELL TELEPHONE SYSTEM

RESEARCHER — *Far-flung American Telephone & Telegraph Co. uses magazine ads like this to tell about its research.*

■ In their own bailiwicks, Bell companies trucked several hundred exhibits to local affairs in 1960. AT&T exhibits showed up at 200 national events, and the company maintained its big display at Disneyland.

In the agency world, AT&T continued its 53-year association with N. W. Ayer & Son, which has also handled Bell Telephone Laboratories; three of the Chesapeake & Potomac Telephone companies; Illinois Bell; and Michigan Bell.

■ Cunningham & Walsh, an AT&T shop for 26 years, has had the Yellow Pages plus Western Electric. Of the other agencies (each Bell member names its own), Batten, Barton, Durstine & Osborn has four phone accounts: Southern New England Telephone, New York Telephone, Northwestern Bell and Pacific Telephone & Telegraph. There is a different shop for each of the other companies.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 5,428,587	$ 5,987,885
Magazines	10,768,628	8,819,431
Farm Publications	479,521	504,997
Business Publications	815,000	550,000
Spot Television	5,661,300	5,036,980
Network Television	1,904,364	1,406,190
Outdoor	625,984	607,019
Total Measured	25,683,384	22,912,502
Total Unmeasured	9,116,616*	8,187,498*
Estimated Total Expenditure	34,800,000	31,100,000†

*Includes production and talent of "Bell Telephone Hour," estimated during the 1960-'61 season to have cost about $4,000,000.

†Revised upward from previous estimate of $27,500,000, based upon new estimates of unmeasured, above.

AMERICAN TELEPHONE & TELEGRAPH CO.
New York

MARKETING PERSONNEL

Sales and Marketing

Wellington Powell, vp, marketing
S. F. Damkroger, assistant vp, sales
R. F. Landry, assistant vp, market development

Advertising

James W. Cook, vp, public relations
J. V. Ryan, assistant vp, in charge of advertising
W. E. Haesche Jr., advertising manager, sales promotion
John A. Howland, advertising manager, radio and tv
A. H. Walsh, advertising manager, printed media

ADVERTISING AGENCIES

N. W. Ayer & Son, New York—all advertising except classified directory—Vance Babb, vp in charge of account; Robert Zabel, Jack Naylor, Clifford Hankin, Sanford Reynolds, and Robert Kingsbury, account executives.

Cunningham & Walsh, New York—classified directory—Edward Comstock, account supervisor; Malcolm Minor, account executive.

AMERICAN TELEPHONE & TELEGRAPH
Long Lines Department
New York

MARKETING PERSONNEL

D. E. Emerson, assistant vp, marketing
H. S. Salzman, general marketing manager
Nelson Finks, advertising manager

ADVERTISING AGENCY

N. W. Ayer & Son, New York—all services—Charles R. Hogen, account supervisor; Jack Heaton, account representative.

WESTERN ELECTRIC CO.
New York

MARKETING PERSONNEL

Robert M. Ferris, marketing manager

Advertising

R. D. Lilley, vp, personnel and public relations
W. M. Reynolds, director of public relations
R. V. Fingerhut, advertising manager

ADVERTISING AGENCY

Cunningham & Walsh, New York—all services—Edward Comstock, account supervisor; William Dempster and Cuyler Stevens.

BELL TELEPHONE LABORATORIES
New York

MARKETING PERSONNEL

George Griswold Jr., director of publications
H. S. Renne, information manager, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, New York—all services—Vance Babb, account supervisor.

NEW ENGLAND TELEPHONE & TELEGRAPH CO.
Boston

MARKETING PERSONNEL

F. M. Mead, assistant vp, marketing

Advertising

T. M. Hennessey, vp, public relations
R. W. Stokes, general information manager, advertising
W. B. Blake, advertising manager

ADVERTISING AGENCY

Harold Cabot & Co., Boston—all services. Robert E. Griffin, account supervisor.

SOUTHERN NEW ENGLAND TELEPHONE CO.
New Haven

MARKETING PERSONNEL

W. W. Wren, vp, public relations
R. A. Loring, assistant vp, public relations, in charge of advertising
D. H. Holmes, public information manager, advertising
L. S. Stone, general commercial manager

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, Boston—all services—George Cozzens, account supervisor.

NEW YORK TELEPHONE CO.
New York

MARKETING PERSONNEL

Walter A. Giles, vp, marketing
D. A. Dufty, assistant vp, marketing
A. P. Hammel, assistant vp, marketing

Advertising

Kennerly Woody, vp, public relations
P. D. Taylor, assistant vp, in charge of advertising
E. L. Monser, advertising manager
J. M. Snyder, advertising manager

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, New York—all services—Barry McCarthy, account supervisor.

NEW JERSEY BELL TELEPHONE CO.
Newark

MARKETING PERSONNEL

H. Bruckner, general commercial manager

Advertising

G. P. Littell, vp, public relations
J. H. Connolly, assistant vp, in charge of advertising
Frederick J. Griffin Jr., general advertising manager

ADVERTISING AGENCY

Reach, McClinton & Co., New York—all services—Donald R. Mayer, account supervisor.

BELL TELEPHONE CO. OF PENNSYLVANIA
Philadelphia

MARKETING PERSONNEL

H. T. Inman, vp, public relations
J. D. Johnson, assistant vp, public relations
G. H. Ruschhaupt, assistant vp, marketing
M. B. Christy Jr., public relations manager, advertising
George Ireland, vp, marketing
E. A. Skinner, general marketing supervisor, advertising

ADVERTISING AGENCY

Gray & Rogers, Philadelphia—all services—for Bell Telephone Co. of Pennsylvania and Diamond State Telephone Co., Philadelphia. Jerome B. Gray, account supervisor.

CHESAPEAKE & POTOMAC TELEPHONE CO. OF WASHINGTON
Washington D. C.

MARKETING PERSONNEL

R. W. Frey Jr., assistant vp
R. E. Graham, general public relations supervisor, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, Philadelphia—all services—Gerald Lauck, account supervisor; Francis McI. Stifler, account executive.

CHESAPEAKE & POTOMAC TELEPHONE CO. OF MARYLAND
Baltimore

MARKETING PERSONNEL

F. W. Carey, assistant vp, marketing

Advertising

N. P. Worthington, assistant vp
H. S. Boyle Jr., general public relations supervisor, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, Philadelphia—all services—Gerald Lauck, account supervisor; Robert W. Murphey, account executive.

CHESAPEAKE & POTOMAC TELEPHONE CO. OF VIRGINIA
Richmond

MARKETING PERSONNEL

R. W. Neale, assistant vp, marketing
J. P. Frazee, general sales manager

Advertising

H. D. Wilkins, assistant vp
H. H. Moore, general public relations supervisor, advertising

ADVERTISING AGENCY

Cargill, Wilson & Acree, Richmond—all services.

CHESAPEAKE & POTOMAC TELEPHONE CO. OF WEST VIRGNIA
Charleston

MARKETING PERSONNEL

Carl F. Knowles, assistant vp, marketing
F. K. Woods, assistant vp, public relations
R. J. Landon Jr., general public relations supervisor, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, Philadelphia—all services—Gerald Lauck, account supervisor; Robert Fillmore, account executive.

CHESAPEAKE & POTOMAC TELEPHONE COMPANIES
(Combined)
Washington D. C.

MARKETING PERSONNEL

J. J. Jacobs, vp, marketing
W. C. Bowles, assistant vp, marketing
R. R. Tupper, assistant vp, marketing
L. T. Meeds, assistant vp, marketing

Advertising

W. J. McManus, vp, public relations
R. K. Wheat, assistant vp, public relations, in charge of advertising

SOUTHERN BELL TELEPHONE CO.
Atlanta

MARKETING PERSONNEL

R. G. Elliott, vp, marketing
J. W. Travis, assistant vp, marketing
C. J. Tucker Jr., assistant vp, marketing

Advertising

H. G. Booth, vp, public relations
C. L. Buckingham, general advertising manager

ADVERTISING AGENCY

Tucker Wayne & Co., Atlanta—all services.

MICHIGAN BELL TELEPHONE CO.
Detroit

MARKETING PERSONNEL

J. L. Conroy, general marketing manager

Advertising

W. C. Patterson, vp, public relations
E. T. Burroughs, assistant vp in charge of advertising
B. V. Beneker, general adv. manager

ADVERTISING AGENCY

N. W. Ayer & Son, Detroit—all services—William Lowe, account supervisor.

OHIO BELL TELEPHONE CO.
Cleveland

MARKETING PERSONNEL

J. H. Craig, director of marketing

Advertising

J. J. Joseph, vp, public relations
C. O. Poleni, assistant vp, advertising
D. F. Jones, general advertising manager

ADVERTISING AGENCY

McCann-Marschalk, Cleveland—radio-tv.

CINCINNATI & SUBURBAN BELL TELEPHONE CO.
Cincinnati

MARKETING PERSONNEL

E. E. Druley, vp, public relations
E. S. Kinney, general manager, public relations and advertising
W. R. Berkshire Jr., advertising manager

ADVERTISING AGENCY

Stockton, West, Burkhart Inc., Cincinnati—all services.

INDIANA BELL TELEPHONE CO.
Indianapolis

MARKETING PERSONNEL

P. E. Reinken, general marketing manager

Advertising

Frank Mussetter, vp, public relations
F. H. Surface, public relations manager in charge of advertising

ADVERTISING AGENCY

J. Walter Thompson Co., Chicago—all services—Paul Lund, account supervisor, Jack Baity, account executive.

WISCONSIN TELEPHONE CO.
Milwaukee

MARKETING PERSONNEL

M. A. Kassner, general marketing manager

Advertising

K. R. Boyer, assistant vp, in charge of advertising and merchandising
E. R. Hanauer, advertising manager

ADVERTISING AGENCY

Cramer-Krasselt Co., Milwaukee—all products—Ted Wing, account executive.

ILLINOIS BELL TELEPHONE CO.
Chicago

MARKETING PERSONNEL

C. W. Ebersold, general manager, merchandising

Advertising

Hale Nelson, vp, public relations
W. G. Stern, advertising manager

ADVERTISING AGENCY

N. W. Ayer & Son, Chicago—all services—Jack Modisedt, account executive.

NORTHWESTERN BELL TELEPHONE CO.
Omaha

MARKETING PERSONNEL

J. B. Moore, vp, marketing
J. E. Olson, assistant vp, marketing

Advertising

Glenn Allen, vp, public relations
H. L. Fentress, assistant vp, advertising
W. J. Sweeney, advertising manager

ADVERTISING AGENCY

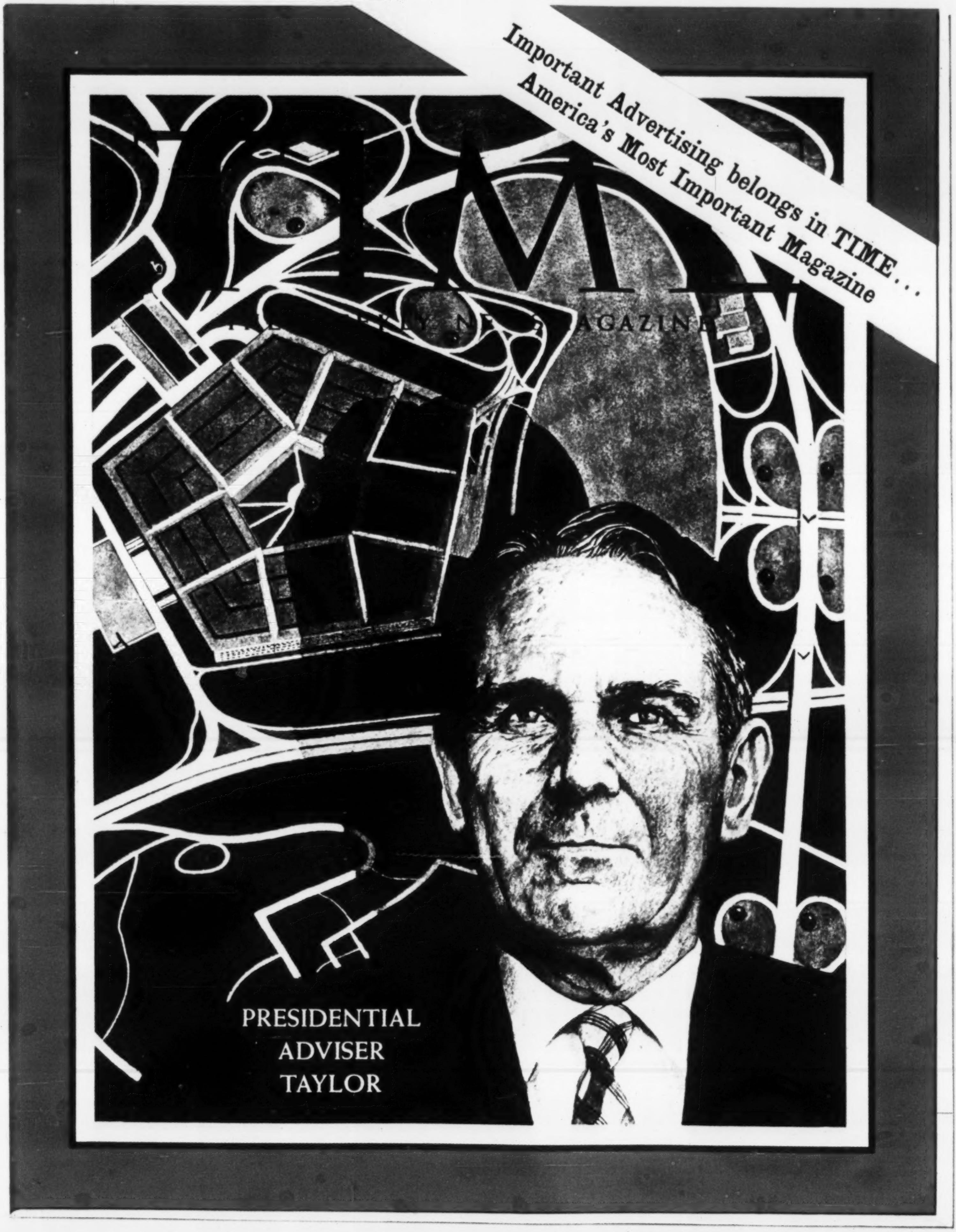
Batten, Barton, Durstine & Osborn—all services—Alan Schlesinger, account supervisor.

SOUTHWESTERN BELL TELEPHONE CO.
St. Louis

MARKETING PERSONNEL

Sales

M. B. Smith, general merchandising manager


Important Advertising belongs in TIME...
America's Most Important Magazine
TIME
THE WEEKLY NEWSMAGAZINE
PRESIDENTIAL
ADVISER
TAYLOR

U. S. Officers stationed at the Pentagon vote TIME The Most Important Magazine in America.*

TIME is their first-choice magazine, too. First of all, TIME informs. It names names, digs deep for the truth, gets the facts and asks its readers to face them. TIME covers many worlds of news in a world where all news is related: science and space, business and diplomacy, education and the Cold War. It's this completeness that draws a busy man to TIME. Readable TIME, reliable TIME—where important readers and important advertisers can get together.

*Your TIME representative will be glad to show you a copy of the new series of surveys on the reading preferences of America's Most Important People.

Advertising

Harold B. Groh, vp, public relations
S. R. Trottmann Jr., general advertising manager

ADVERTISING AGENCY

Gardner Advertising Co., St. Louis—all services.

MOUNTAIN STATES TELEPHONE & TELEGRAPH CO.
Denver

MARKETING PERSONNEL

D. D. Phelps, marketing director

Advertising

Andrew Horan, vp, public relations
H. C. Martin, assistant vp, advertising
S. J. Boulier, general advertising manager

ADVERTISING AGENCY

Rippey, Henderson, Bucknum & Co., Denver—all services.

PACIFIC TELEPHONE & TELEGRAPH CO.
San Francisco

MARKETING PERSONNEL

Guy P. Wallick, vp, marketing
E. R. Dale, assistant vp
G. A. Gitchell, assistant vp

Advertising

W. G. Chaffee, vp, public relations
H. L. Bright, assistant vp, advertising
D. A. Davis, general advertising manager

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, San Francisco—all services—William Simpson, account supervisor.

PACIFIC TELEPHONE NORTHWEST
Seattle

MARKETING PERSONNEL

P. H. Wiedemann, marketing director

Advertising

E. D. Ruble, assistant vp
D. E. Hutchins, general advertising manager

ADVERTISING AGENCY

Guild, Bascom & Bonfigli, Seattle, all services—Tom Killilea, account supervisor.

American Tobacco Co.

	1960	1959
Sales	$1,215,342,819	$1,161,376,858
Earnings	62,522,313	63,248,270
Advertising	36,000,000*	40,000,000*

*Estimated by AA

American Tobacco Co., New York, the nation's 16th largest advertiser, cut its advertising about 10% in 1960 to an estimated $36,000,000. The cut was the second in two years, and dropped the expenditure far below an estimated $42,000,000 in 1958.

While the company does not release figures on advertising expenditures, this was how the reduction shaped up in AA's computations:

Newspapers got the biggest pruning (down 40%); outdoor and magazines each was down roughly $500,000.

Spot radio, although not measured in 1960, remained as heavy as ever, the company said, especially on behalf of Pall Mall. The year also saw spot tv almost doubled.

■ Despite reduced advertising money, American Tobacco, the nation's second largest tobacco company, racked up record sales in 1960. These were $53,965,961 above the 1959 figure, while unit sales were also higher than in the previous year. According to Bache & Co., a broker, the company's three major brands (Pall Mall, Lucky Strike and Dual Filter Tareyton) won an estimated 128.5 billion unit share of the total estimated U. S. cigaret volume of 512 billion units last year.

King-pin of the trio was Pall Mall, king-size non-filter, largest selling single brand in the U.S. Pall Mall took the number one slot in 1959, according to *Business Week*, (or in 1960, according to *Printers' Ink*). The brand wrested first place from R. J. Reynolds Tobacco Co.'s Camel. It has been estimated that Pall Mall accounts for about one-seventh of all cigarets smoked in the U.S. It accounted for three out of every four sales of kings last year. Pall Mall's volume hit a high of 68.5 billion units last year, a 7% rise over the 1959 figure of 64 billion, and an advance of 180% over the 1950 figure.

■ American Tobacco's network tv expenditure in the 1960-'61 season remained pretty much at the previous year's level. Pall Mall was advertised on NBC's "Thriller" and "Tales of Wells Fargo," Luckies on NBC's "Bonanza," and Dual Filter Tareyton on NBC's "Bachelor Father."

Pall Mall continued its "keen interest" in sports spectaculars on tv, and added to its sponsorship of "World Series Preview," full sponsorship of "Kentucky Derby Preview" and co-sponsorship of the triple crown horse races (Kentucky Derby, Preakness and Belmont Stakes).

The company also continued its substantial tv syndication, sponsoring Ziv's "Lockup" and others for Lucky Strike.

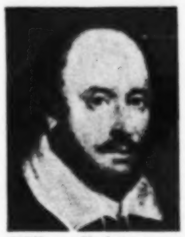
American Tobacco rates as probably the nation's largest radio and tv sponsor of baseball, having an interest in the Dodgers, Giants and Braves for Dual Filter Tareyton; and the Red Sox, Indians, Tigers and White Sox for Tareyton and Lucky Strike. The company also sponsors the Houston Buffs in the minors.

On spot tv, Tareyton made out best with an investment of $3,252,560. Next was Lucky Strike with $1,758,000. Roi-Tan got $653,010, Pall Mall $205,950, and Riviera, the company's dark horse in the king-size menthol field, $187,080. Riviera was introduced two years ago, but American Tobacco has kept to its policy of putting more money behind its old labels.

In gross network tv time, Pall Mall was the front runner with an investment of $5,309,563; Lucky Strike was next with $2,609,378 and Tareyton third with $1,782,624.

In addition to Pall Mall's

"Comparisons are odio



William Shakespeare

Scholars have had a great deal to say about comparisons. The comment quoted in the heading is perhaps heard most often—"Comparisons are odious". Sir John Fortescue, English jurist, is supposed to have said it in 1471. John Donne, who lived a century later, is quoted as having said it, too. In Much Ado About Nothing, which saw the light of print around 1598, Shakespeare changed it to "Comparisons are odorous".

Long before that, Philemon the Greek playwright (310 BC) said "Comparisons turn friends into enemies". Wise old Thomas Fuller in 1732 said "Nothing is good or bad but by comparison".

John Donne

So let's start from there.

The 1960 U. S. Census has been completed its findings are rapidly getting into market d A list of U. S. cities with 100,000 population more has made its appearance. There were 12 them, beginning with New York and winding with Santa Ana, Calif.

Charleston, West Virginia, had hopes of mak the charmed 100,000 rank but again fell sh Commitments made years ago to close-in indus not to subject them to city taxes, plus the s

National Rank of a Selected List of U. S. Cities

Rank	City	1960 Pop.
55 p	Des Moines	208,892
59 x	Charlotte	201,564
68 r	Spokane	181,608
76 y	Shreveport	164,372
78 r	Fort Wayne	161,776
86 y	Evansville	141,543
87 s	Erie	138,440
91 s	South Bend	132,445
92 s	Chattanooga	130,009
93 q	Albany	129,726
96 z	Rockford	126,706
99 z	Greensboro	119,574
111 s	Knoxville	111,827
113 p	Scranton	111,443
117 y	Little Rock	107,813
122 s	Duluth	106,884
124 s	Peoria	103,162
129 s	Utica	100,410
133 r-a	Reading	98,177
136 a	Roanoke	97,110
138 r	Wilmington	95,827
141 a	Raleigh	93,931
161 a	**Charleston, W. Va.**	**85,796**
180 a	Harrisburg	79,697
189 a	Binghamton	75,941
228 a	Charleston, S. C.	65,925

p—Over 100,000 since 1900 Census
q—Over 100,000 since 1910 Census
r—Over 100,000 since 1920 Census
s—Over 100,000 since 1930 Census
x—Over 100,000 since 1940 Census
y—Over 100,000 since 1950 Census
z—First reached 100,000 in 1960 Census
a—Under 100,000 in 1960 Census
N/L Not Listed

National Rank of COUNTY-CITY* Markets Based on Population

City	County	Rank	County City	Total Net E.B.I. Rank
Wilmington	New Castle	101	Wilmington	77
Spokane	Spokane	107	Albany	97
Charlotte	Mecklenburg	108	Reading	107
Reading	Berks	109	Spokane	110
Albany	Albany	111	Des Moines	112
DesMoines	Polk	115	South Bend	113
Utica	Oneida	118	Charlotte	114
CHARLESTON	**KANAWHA**	**122**	Utica	117
Erie	Erie	124	Erie	123
Knoxville	Knox	125	Fort Wayne	124
Greensboro	Guilford	126	Rockford	127
Little Rock	Pulaski	128	Binghamton	130
South Bend	St. Joseph	131	**Charleston, W. Va.**	**137**
Chattanooga	Hamilton	132	Greensboro	138
Fort Wayne	Allen	133	Harrisburg	143
Duluth	St. Louis	136	Duluth	148
Scranton	Lackawanna	137	Peoria	149
Shreveport	Caddo	141	Little Rock	151
Harrisburg	Dauphin	145	Knoxville	157
Charleston, S. C.	Charleston	146	Scranton	162
Rockford	Winnebago	150	Shreveport	163
Binghamton	Broome	153	Chattanooga	164
Peoria	Peoria	171	Evansville	186
Raleigh	Wake	185	Charleston, S. C.	188
Evansville	Vanderburgh	190	Raleigh	N/L
Roanoke	Roanoke	195	Roanoke	N/L

* Sales Management's 1961 Ranking of 200 Leading Counties.

County City	Gen. Merchandise	County City	Apparel Sales Rank
Greensboro	55	Albany	66
Albany	63	Shreveport	81
Charlotte	71	Wilmington	83
Spokane	73	Des Moines	89
Des Moines	83	Charlotte	93
Knoxville	84	Utica	103
Fort Wayne	85	Harrisburg	107
Wilmington	87	Greensboro	111
Peoria	100	Evansville	112
Charleston, W. Va.	**103**	Reading	116
Little Rock	106	South Bend	124
Harrisburg	107	Scranton	125
Reading	112	Duluth	127
Utica	115	Rockford	129
Erie	116	Fort Wayne	130
Duluth	119	Spokane	133
Chattanooga	120	Chattanooga	144
South Bend	128	**Charleston, W. Va.**	**148**
Binghamton	132	Binghamton	155
Rockford	133	Little Rock	160
Scranton	136	Peoria	162
Raleigh	141	Erie	163
Roanoke	147	Charleston, S. C.	166
Shreveport	148	Roanoke	168
Evansville	154	Raleigh	176
Charleston, S. C.	193	Knoxville	185

Charleston's Rank

Charleston is compared with 25 other cities in 13 categories —two in population and eleven others from Sales Management. Here is how Charleston ranked in each category:

	Charleston's Rank
1960 U. S. Census, Corporate Limits Population	23
County-City Population	8
Total Net E.B.I.	13
E.B.I. per H. H.	13
Per Capita E.B.I.	17
Total Retail Sales	18
Food Store Sales	10
General Merchandise	10
Apparel Sales	18
Furniture, H. H. Appliances	16
Automotive Sales	18
Gas Service Station Sales	14
Drug Sales	5

Date of this report: August 10, 1961

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achievement, another American brand that did well in 1960 was Dual Filter Tareyton, introduced in July, 1958. Tareyton showed a steady upward sales curve that brought unit sales for the king and king filter brand to 12.5 billion, or 8.7% above the previous year.

However, Lucky Strike (regular) slipped from third to fourth place, though showing a lesser rate of decline than in 1959. Sales in 1960 for the brand, hurt by the trend to king-size and filters, dropped 3.5% (from 43.6 billion in 1959) to 41.5 billion. In addition, first quarter sales in 1961 were down 0.2%.

The year also saw Hit Parade (filter-tip) disappear from the advertising lists, though it remained on the market and still had "respectable" sales of about half a billion units. In 1957, its first full year on the market, Hit Parade sold 3.5 billion units. The brand got the full ad treatment in its brief career, but slowly bowed out following the hassle over a *Reader's Digest* article alleging it to be among filters that "rank highest in both tar and nicotine." Hit Parade was revamped in 1958 to bring it among the lowest in tar and nicotine, but American soon began putting more money behind Dual Filter Tareyton, at the expense of Hit Parade. At present, according to Paul M. Hahn, president, "we are no longer actively promoting the brand."

Generally, American Tobacco's sales of both filter and non-filter brands increased in 1960. Export unit sales of cigarets made in the U.S. were higher, as were unit sales of cigarets made and sold abroad by J. Wix & Sons, its English subsidiary. Cigaret sales account for more than 95% of American's total revenue, and cigars for about 3%.

Roi-Tan cigar sales were lower than in 1959, but maintained the brand's position as the U.S.'s largest selling 10¢ cigar. Combined sales of two Roi-Tan 5¢ shapes, Trumps and Cigarillos, were higher than in 1959. Sales of the company's clear Havana cigars were up, but smoking tobaccos were down.

▪ Pall Mall, using the same basic copy for 20 years, got the benefit of a new battle cry in copy headlined: "Taste Pall Mall. So Good! Good! Good!" This was followed by the phrase: "Good looking, good tasting, good smoking Pall Mall." The remainder of the copy stuck to the old theme: "Outstanding—and they are mild."

Last February, Lucky Strike launched a new premium campaign built around the theme, "Remember how great cigarets used to taste? Luckies still do." Tie-in sales in the millions resulted from the offer of a "Remember how great" lp album for $1 plus ten empty Lucky Strike packs.

Last year, American Tobacco also used cigaret lighters as point of sale inducement for Pall Mall and Tareyton buyers. The lighters were sold to retailers, who re-sold them for about 50¢ to purchasers of two packs of cigarets.

Last September saw the death of Vincent Riggio, former president and chairman. Known to his colleagues as "Mr. Tobacco," Mr. Riggio was president from 1947 until 1951, and was the man elected in 1917 to introduce the first Lucky Strike cigarets.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 5,543,039	$ 9,257,883
Magazines	6,714,711	7,192,259
Farm Publications	242,480	219,428
Spot Television	6,056,610	3,467,440
Network Television	9,701,965	9,881,440
Outdoor	916,355	1,514 343
Spot Radio	*	3,090,000
Total Measured	29,175,160	36,624,520
Total Unmeasured	3,824,840	5,375,480
Estimated Total Expenditure	33,000,000	42,000,000

*Not measured in 1960; spot radio, which remained about level with 1959, is included in the unmeasured total for 1960.

PARENT COMPANY

(Lucky Strike, Herbert Tareyton, Dual Filter Tareyton, Roi-Tan)

MARKETING PERSONNEL

Sales

R. B. Walker, vp and director of sales and advertising
E. F. Mooney, general sales manager
O. D. Chanslor, sales manager
E. R. Dunning Jr., merchandising manager
J. F. McDermott, manager of sales department
J. W. Rowe, A. T. Adams, Charles Mullen, G. W. Kaye, field sales managers

Advertising

Albert R. Stevens, advertising manager
V. R. Boor, assistant advertising manager
K. W. Schullinger, assistant to advertising manager

---

us", but...

sequent growth of neighboring municipalities who prefer to run their own affairs have held down Charleston's corporate limits population.

Charleston went into the 1960 records as a city of 85,796 although several years ago ABC accepted a City Zone population of 169,281.

What is a 100,000 + city?

How much business is a 100,000 city supposed to do? How much Effective Buying Income? How much Retail Sales? How much Food Store Sales, in Drug Stores and in any number of categories?

In the tabulations below, Charleston is compared with 25 other cities, 22 of which are larger, according to the new Census. Of the 22 a dozen were cities of 100,000-plus established populations dating back to 1930 and before.

County-City population figures are carried alongside the corporate limits populations in the first two columns.

METHOD OF SELECTION

Selection is from **Sales Management's** "200 Leading Counties"... from the second 100 beginning with Wilmington-New Castle at 101.

It is a cross section of long established 100,000-plus cities, growing newcomers of the past decade and a half-dozen like Charleston which fell short of the 100,000 mark in '60.

Boom towns were omitted, also mill cities adjacent to the top 25 metropolitan markets.

With these explanations, let's look at the comparisons:

County City	Per House-hold E.B.I.
Wilmington	4
South Bend	39
Binghamton	57
Albany	63
Charlotte	64
Reading	81
Peoria	83
Rockford	90
Greensboro	98
Raleigh	101
Utica	108
Erie	109
Charleston, W. Va.	**118**
Fort Wayne	120
Des Moines	127
Harrisburg	131
Roanoke	139
Spokane	149
Evansville	160
Duluth	175
Little Rock	177
Shreveport	180
Knoxville	180
Scranton	183
Chattanooga	189
Charleston, S. C.	196

County City	Per Capita E.B.I. Rank
Wilmington	6
Albany	35
South Bend	37
Rockford	48
Binghamton	55
Peoria	61
Reading	74
Des Moines	77
Fort Wayne	83
Spokane	103
Utica	113
Charlotte	114
Erie	116
Harrisburg	124
Evansville	133
Greensboro	147
Charleston, W. Va.	**151**
Duluth	156
Roanoke	168
Raleigh	169
Little Rock	179
Shreveport	183
Scranton	184
Chattanooga	191
Knoxville	192
Charleston, S. C.	198

County City	Total Retail Sales
Wilmington	88
Albany	92
Des Moines	96
Charlotte	99
Spokane	104
Greensboro	111
Reading	113
Fort Wayne	116
Utica	117
Chattanooga	122
Erie	127
Knoxville	129
Little Rock	130
Rockford	132
South Bend	133
Harrisburg	135
Peoria	138
Charleston, W. Va.	**139**
Shreveport	141
Scranton	142
Duluth	143
Binghamton	144
Raleigh	176
Evansville	185
Roanoke	189
Charleston, S. C.	196

County City	Food Stores Sales Rank
Wilmington	94
Albany	102
Des Moines	104
Spokane	105
Chattanooga	107
Charlotte	113
Utica	114
Reading	115
Scranton	117
Charleston, W. Va.	**127**
Erie	128
Fort Wayne	134
Greensboro	135
Rockford	137
Duluth	138
Knoxville	139
Little Rock	145
Binghamton	148
South Bend	150
Shreveport	155
Harrisburg	156
Peoria	166
Charleston, S. C.	182
Raleigh	197
Evansville	200
Roanoke	N/L

County City	Furniture HH Appliances Rank
Wilmington	75
Des Moines	88
Chattanooga	101
Albany	102
Charlotte	109
Reading	112
South Bend	117
Spokane	118
Peoria	119
Shreveport	120
Little Rock	126
Utica	128
Greensboro	129
Rockford	134
Harrisburg	135
Charleston, W. Va.	**137**
Fort Wayne	138
Erie	143
Scranton	149
Binghamton	151
Charleston, S. C.	154
Evansville	162
Roanoke	172
Duluth	173
Knoxville	178
Raleigh	182

County City	Automotive Store Sales
Des Moines	90
Charlotte	96
Spokane	98
Wilmington	99
Albany	103
Reading	106
Little Rock	109
Fort Wayne	110
Utica	123
Greensboro	127
Shreveport	129
Chattanooga	132
South Bend	135
Knoxville	136
Peoria	137
Erie	140
Harrisburg	141
Charleston, W. Va.	**144**
Binghamton	145
Rockford	146
Raleigh	166
Scranton	173
Duluth	174
Roanoke	185
Evansville	191
Charleston, S. C.	N/L

County City	Gas Service Station Sales
Wilmington	84
Des Moines	96
Charlotte	97
Chattanooga	106
Knoxville	113
Spokane	114
Greensboro	117
Fort Wayne	118
Little Rock	121
Duluth	126
South Bend	128
Erie	132
Rockford	134
Charleston, W. Va.	**137**
Albany	138
Utica	141
Peoria	146
Reading	153
Shreveport	162
Raleigh	165
Harrisburg	169
Binghamton	179
Evansville	187
Charleston, S. C.	193
Roanoke	196
Scranton	N/L

County City	Drug Sales Rank
Des Moines	89
Wilmington	90
Charlotte	94
Spokane	100
Charleston, W. Va.	**113**
Albany	115
Rockford	118
South Bend	119
Chattanooga	120
Peoria	122
Greensboro	123
Fort Wayne	125
Utica	128
Shreveport	129
Harrisburg	130
Knoxville	134
Little Rock	135
Erie	139
Duluth	141
Evansville	144
Binghamton	161
Reading	170
Charleston, S. C.	176
Scranton	179
Roanoke	181
Raleigh	196

The Charleston Gazette Charleston Daily Mail

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ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Lucky Strike—Thayer Cummings, account supervisor; Don Rowe (radio-tv) and Richard B. March (print), account executives.

Lawrence C. Gumbinner Advertising Agency, New York—Herbert Tareyton and Dual Filter Tareyton cigarets and Roi-Tan cigars—Milton Goodman, account supervisor; Stanley Evans, account executive.

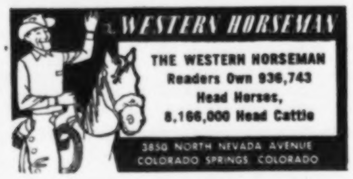
ACC DIVISION

(Pall Mall, Half and Half, International Cigar brands)

MARKETING PERSONNEL

Sales

A. Gordon Findlay, division vp
Harry D. Niles, sales manager, Havana cigars
R. G. Wilson, sales manager, domestic cigars



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COLORADO SPRINGS, COLORADO

Advertising

Alan C. Garratt, advertising manager
Donald R. Dugan, assistant advertising manager
Chester A. Jackson Jr., assistant to advertising manager, radio-tv
John A. McGinn, assistant to advertising manager, print

ADVERTISING AGENCY

Sullivan, Stauffer, Colwell & Bayles, New York—Pall Mall, LaCorona and Antonio y Cleopatra cigars and Half and Half smoking tobacco—Clifford Spiller, executive committee; Edward Going, account supervisor; J. F. O'Brien, assistant account executive.

Anheuser-Busch Inc.

	1960	1959
Sales	$400,900,568	$382,724,798
Earnings	15,415,910	13,028,672
Advertising	23,000,000*	22,500,000*

*Estimated by AA

Anheuser-Busch Inc., St. Louis, the nation's largest brewer and 40th largest advertiser, is estimated by ADVERTISING AGE to have boosted advertising expenditures slightly to about $23,000,000 in 1960.

The company's major product is Budweiser premium beer, which takes the biggest share of ad expenditures. The brewer's second product is Busch Bavarian popular price beer.

The slight increase in expenditures was attributed to higher costs, rather than more advertising, and the same trend, with the same cost factors, was continuing in 1961.

■ Anheuser-Busch, which wrested first place in beer sales from Schlitz in 1957 and has been lengthening its lead with giant strides ever since, dazzled the brewing industry with a 1,000,000-bbl. sales increase in 1959, and showed another healthy gain of 434,000 bbls. last year as volume reached 8,480,000 bbls. The increase hiked Anheuser-Busch's lead over second-place Schlitz by more than 650,000 bbls. as Schlitz sales dropped 3.7% to 5,640,000 bbls.

It was another record sales and earnings year, with gross sales up 4.7% to $400,900,568, and earnings up 18.3% to $15,415,910.

In the first quarter of 1961, earnings rose to $2,738,513 on sales of $87,434,340, compared with $2,722,796 and $87,443,545 in the previous first quarter. The company reported that barrel sales for the quarter dropped 1.4% to 1,815,916 bbls. (from 1,840,886 bbls.) and explained that this represented sales to wholesalers, who cut inventories this year because of increased production facilities in Tampa and Los Angeles. Retail sales in the quarter rose 3.1%.

In the first half, earnings were $7,803,658, almost even with $7,808,171 in the 1960 first half, on sales of $154,224,836, down from $157,385,138 in the previous first half. But sales were picking up in midsummer as the company reported that June beer sales of 910,251 bbls. were its greatest of any month on record, and July was headed for a 10% increase over 1960.

Anheuser-Busch's brand sales are a closely guarded secret but sales of Budweiser are believed to be between 6,500,000 and 7,000,000 bbls. a year, or about 80% of the company's sales. Busch Bavarian, the company's popular price beer which bowed six years ago, has been a big factor in Anheuser's growth of recent years, although its growth is now believed to have tapered off. The brand doubled its sales in 1958 to a figure estimated by ADVERTISING AGE at nearly 1,000,000 bbls.

Busch Bavarian, for which distribution has been expanded steadily since its introduction in Kansas in 1955 and in Missouri and Illinois in 1956, was introduced into new markets in Texas, Mississippi, Louisiana, Alabama, Georgia, Tennessee and Florida in 1958, and in Arkansas in 1959. The beer is now sold in all or parts of 14 states.

ADVERTISING AGE estimates Anheuser-Busch brand sales roughly about as follows, based on its own investigations in the industry:

	Bbls. Sold	
	1960	1959
Budweiser	6,800,000	6,400,000
Busch Bavarian	1,300,000	1,200,000
Michelob	200,000	200,000
Regal	200,000	200,000

■ Anheuser-Busch's share of the beer market was 9.6% in 1960, up from 9.2% in '59 and 8.3% in '58.

Anheuser-Busch now produces Budweiser and Busch Bavarian in cans, bottles and draft, and Michelob premium beer in draft only. The company also makes and markets pharmaceutical baker's yeast, frozen eggs, corn syrups and grain products. It also owns the St. Louis National League Baseball Club (Cardinals), which increased attendance 17% last year but showed a net loss of $36,941.

The four-generation brewer has long been a brewing leader but its sales and earnings upsurge of recent years began in 1956 when President and Chairman August A. ("Gussie") Busch Jr., promoted William Bien, a former district sales manager, to vp of marketing. Mr. Bien, who had served briefly as general sales manager, reorganized the marketing operations and created a marketing committee to set policy. Prior to the reorganization, sales and earnings had dropped for two successive years. The record shows:

	Bbls. Sold	Net Sales	Earnings
1953	6,711,222	$237,003.969	$13,232,549
1954	5,828,760	215,923,244	12,752,975
1955	5,616,793	201,718,743	8,026,152

Since the 1956 reorganization, and resultant improvement in marketing coordination, sales—and earnings—have moved upward with increasing momentum:

	Bbls. Sold	Net Sales	Earnings
1956	5,864,034	$214,692,297	$ 9,751,671
1957	6,116,077	227,224,930	9,777,599
1958	6,982,022	257,112,548	10,836,305
1959	8,064,756	295,992,022	13,028,672
1960	8,480,000	308,755,069	15,415,910

■ The sales increases were achieved despite a brewing industry trend that was generally down or barely holding its own—industry sales were down nearly 1% in 1957 and up six-hundredths of 1% in 1958. In 1959 the picture looked better as industry sales rose 3.8%, but last year the increase tapered off again to 0.3%.

The Anheuser-Busch marketing committee includes, in addition to Mr. Bien (pronounced Bayne), Walter T. Smith Jr., vp of advertising, sales promotion and merchandising; T. C. Burrows, vp and general sales manager, brewery division; Thomas J. Ryan, sales manager, regional brands; E. H. Vogel Jr., director of business planning, and E. R. Wiegman, as-

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sistant to Mr. Bien.

■ President Busch stated in his annual report that Anheuser-Busch has more than 900 independent wholesaler distributing points, through which 81% of the company's beer was sold in 1960. The remainder, he said, was through 15 company-owned and operated branches. He reported that 83.4% of Anheuser-Busch volume was in package beer. Of this, 53.1% was in cans and 62.6% was in cans and non-returnable bottles.

The company has reported that about 30% of Budweiser sales are for "off-premises consumption" (sales in liquor stores, super markets, etc.) and that the percentage is even higher for Busch Bavarian. These proportions are continuing to increase as strong marketing efforts are being made to expand this part of the market.

■ Anheuser operates breweries in four cities: (1) St. Louis, 6,000,000-bbl. capacity annually, (2) Newark, 1,800,000 bbls., (3) Los Angeles, 1,300,000 bbls., and (4) Tampa, 750,000 bbls.

Last year a $20,000,000 expansion program was announced for the big St. Louis plant, which will hike its capacity 20% to 7,300,000 bbls. a year by 1962. And a 300,000-bbl. expansion was completed on the Tampa plant, a new brewery only erected in 1959, in addition to a 300,000-bbl. expansion completed in Los Angeles. The company has acquired property in Houston for possible construction of a brewery to serve the Southwest.

Amidst all this construction and expansion, capacity has incurred one cutback: Last month Anheuser sold its 400,000-bbl. Miami plant, which brewed Regal and Busch Bavarian, at a price reported to exceed $3,000,000. The buyer was National Brewing Co., Baltimore. Anheuser bought the plant in 1958, but the Justice Department soon filed a complaint charging that acquisition of Regal would create a monopoly in violation of the Clayton Act. Anheuser signed a consent decree at the start of last year, agreeing to sell the Miami brewery and agreeing not to buy a domestic brewery during the next five years without court approval and never to buy a brewery in Florida. Last spring the company was preparing a petition to modify the consent judgment because no buyer had made an offer, but the recent sale ended all that.

■ Biggest media guns for Anheuser-Busch are spot television and outdoor, each taking more than $4,000,000 annually. Spot radio comes close to that figure. Biggest increase last year was in magazines, which took $1,905,241 (virtually all of it for Budweiser), up 52% for $1,252,001 in 1959. Newspapers were cut back a little, from $1,374,218 in 1959 to $996,641.

Busch Bavarian, when it enters new markets, uses newspapers, as well as spot radio and tv, and later cuts back on newspapers. The emphasis on broadcast for Busch Bavarian is reflected in measured figures, which show an expenditure of $1,348,350 ($1,444,370 in 1959), compared with $125,767 in newspapers ($219,696 in 1959).

Among Budweiser expenditures were $2,493,310 in spot tv, including a $303,980 investment by distributors. Comparable figures in 1959 were $2,382,530 and $311,210. Last summer Anheuser bought National Telefilm Associates' "Third Man" tv series for Budweiser, shown in 100 markets throughout the U.S., except New York.

Newspaper expenditures for Budweiser were $848,351, down from $1,147,205 in 1959.

A high spot of 1961 for Budweiser was its $2,500,000 "Pick a pair of six packs" campaign in June and July, using 586 radio stations in 386 markets and 221 tv stations in 154 markets, in addition to magazines and outdoor. Total campaign cost, including merchandising and promotion over and above media advertising, was $3,000,000. The "Pick a pair" campaign first was used in 1958, when 16,000,000 packs of Budweiser were sold during the two-month drive. In last year's drive, 20,000,000 packs were sold.

■ Another news development was the appointment last February of F. & M. Schaefer Brewing Co. to handle distribution of Budweiser and Michelob in the New York metropolitan area—believed the first time a national brewer ever had effected such an arrangement with a regional brewer. Schaefer, which has a strong distributing setup in the area, was the eighth largest brewer last year, with sales of 3,101,000 bbls.

Budweiser advertising is handled by D'Arcy Advertising Co., which continues a 44-year client relationship. Gardner Advertising Co. has handled Busch Bavarian since its inception. Both are St. Louis-based agencies. In March, 1960, J. M. Mathes Inc., New York and Miami, replaced Tally Embry Inc. as the agency for Regal, which bills an estimated $500,000.

Last April Anheuser-Busch won a permanent injunction against Freewax Corp. division of Chemical Corp. of America, restraining it from using as its bug-killer slogan, "Where there's life, there's bugs"—which closely resembles the slogan "Where there's life, there's Bud (or Budweiser)," used by Anheuser-Busch since 1933.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 996,641	$ 1,374,281
Magazines	1,905,241	1,252,001
Business Publications	140,100	134,200
Network Television	646,573	343,427
Spot Television*	4,232,910	4,125,250
Spot Radio	**	3,683,000
Outdoor	4,464,873	4,456,105
Total Measured	12,386,338	15,368,201
Total Unmeasured	10,613,662	7,131,799
Estimated Total Expenditure	23,000,000	22,500,000

* Includes $517,610 for Anheuser-Busch distributors in 1960 and $476,180 in 1959. **Not measured in 1960. The 1960 spot radio expenditure, about the same as in 1959, is included in the total unmeasured estimate for 1960.

MARKETING PERSONNEL

William Bien, vp—marketing

Sales

T. C. Burrows, vp and general sales manager, brewery division
Thomas J. Ryan, sales manager, regional brands
J. W. Sieg, eastern sales manager
S. I. Lewis, southern sales manager
J. A. Huebner, central sales manager
George Couch, south central sales manager
John Flanigan, vp and western sales manager

Advertising

Walter T. Smith Jr., vp—advertising, merchandising and sales promotion
Raymond E. Krings, advertising manager
Walter Reisinger, advertising manager, Busch Bavarian beer
Warren Gibson, advertising manager, Regal beer and ale
E. F. Schmidt, merchandising manager
K. D. Fowler, sales promotion manager

ADVERTISING AGENCIES

D'Arcy Advertising Co., St. Louis—(Budweiser and Michelob beers)—Harry W. Chesley, account supervisor; James B. Orthwein and John C. Macheca, account executives.

Gardner Advertising Co., St. Louis—(Busch Bavarian beer)—John C. Naylor, account supervisor; Robert D. Nord and Frank X. Fuchs, account executives.

Top 25 Spot TV Advertisers

Rank	Advertiser	Gross Time Only 1960	Gross Time Only 1959
1.	Procter & Gamble	$55,084,440	$45,046,800
2.	General Foods	18,540,740	14,599,400
3.	Lever Bros.	16,535,560	14,118,940
4.	Colgate-Palmolive	11,419,230	13,879,890
5.	Bristol-Myers	10,169,560	7,744,650
6.	Lestoil Products	9,961,120	18,132,030
7.	American Home Products	9,412,110	10,657,620
8.	P. Lorillard Co.	8,431,630	4,177,170
9.	Miles Labs.	8,132,990	7,830,830
10.	William Wrigley Jr. Co.	7,810,220	2,749,420
11.	Brown & Williamson	7,786,200	9,252,640
12.	Standard Brands	7,477,080	4,135,040
13.	Hunt Foods & Industries	6,530,630	52,850
14.	Warner-Lambert	6,302,760	10,690,620
15.	American Tobacco	6,056,610	3,467,440
16.	Continental Baking	5,879,280	10,806,480
17.	Kellogg	5,795,390	5,988,600
18.	Nestle	5,679,460	2,581,390
19.	International Latex	5,591,010	7,381,340
20.	Ford Motor Co. Dealers	5,275,570	3,438,840
21.	J. A. Folger & Co.	4,387,220	3,722,440
22.	Gen. Motors Corp. Dealers	4,350,470	2,427,260
23.	Coca-Cola Co. & Bottlers	4,187,470	3,567,960
24.	R. J. Reynolds Tobacco	4,173,570	4,252,450
25.	Philip Morris Inc.	4,149,560	4,387,270

Source: Television Bureau of Advertising

Armour & Co.

	1960	1959
Sales	$1,735,559,624	$1,869,801,148
Earnings	16,221,137	14,066,731
Advertising	17,820,000*	16,200,000*

*Estimated by AA

Armour & Co., Chicago, the nation's second largest meat packing company and 54th largest advertiser, is estimated by Advertising Age to have invested $17,820,000 in advertising during 1960—a 10% increase over 1959.

Earnings of $16,221,137 last year were the highest since 1950 and reflected a concentrated economy movement initiated by Armour about four years ago. Sales for 1960 were off 7% from 1959 totals.

Armour plans to spend some $90,000,000 for capital expenditures during 1961 and 1962, of which $60,000,000 will be used to expand Armour Agricultural Chemical Co., Atlanta. The company, while holding its position in foods, has been growing in other areas such as soaps, chemicals, fertilizers, pharmaceuticals and leather and expects to have only 50% of its property values in Armour Foods after 1962.

Although network television continued to be the most important medium for Armour last year, the company spent $610,998 less there than it did the previous year. The company also cut back its expenditures in spot tv and business publications while boosting its spending in newspapers, magazines, farm publications and outdoor.

■ Magazines received the largest gain of any medium—$1,672,211. Armour also invested $111,913 in outdoor after being out of the medium in 1959.

Earlier this summer, Armour contracted for the largest network tv buy in its history, an $8,000,000 buy from ABC-TV. The 1961-62 season will see Armour sponsoring five nighttime shows and six daytime shows. In addition to Dial soap, Liquid Chiffon and Dash dog food, the company's line of canned meats will be advertised on the shows. Armour will pour more than twice as many dollars into the medium this year as at any time in the past. The nighttime shows are "The Untouchables," "Surfside 6," "Adventures in Paradise," "Bachelor Father," and "Roaring 20s."

The agency front at Armour saw much activity last year. In November, the company yanked all of its Armour Foods advertising out of N. W. Ayer & Son and assigned nearly all of this $3,000,000 in billings to Young & Rubicam. The exception was Miss Wisconsin cheese, which went to North Advertising.

Armour Pharmaceutical Co. switched its veterinary advertising to Marsteller, Rickard, Gebhardt & Reed, and its international ads to Sproul & Associates, and assigned a new product—Listica, a tranquilizer—to Shaw-Hagues Inc. Jordan, Sieber & Corbett, the former agency, continues to handle pharmaceutical products.

■ A number of key personnel changes also occurred. Kenneth L. Skillin, advertising director, was named marketing director—a new position.

Carl E. Gylfe, former Tatham-Laird account executive, joined Armour Foods as advertising manager. Also at Armour Foods, W. B. Johnson was named manager, national account sales; F. H. Holtman was appointed director of marketing planning, dairy, poultry and margarine products; and J. F. Mahoney was named marketing manager, special products. In the regional sales units, H. M. Coke was named sales manager, southeast area, and E. J. Carty was appointed sales manager, St. Paul area.

E. S. Lawton was named director of marketing and Joseph Misamore ad manager of Armour Industrial Chemical Co.; W. C. Mooney was appointed general manager, upper leather division of Armour Leather Co.; J. N. Davis was named general manager, coated abrasives, and V. C. Sickle general manager, cushioning products, of Armour Alliance Industries; D. G. Koenig was appointed general manager of Memphis Packing Co.; A. Van Riper Jr. was named general manager of Pittsburgh Provision & Packing Co.; and Pfaelzer Bros. named V. E. Handwerg general manager and Robert Fugazzi sales manager.

■ Several new products were brought out by the company. Among these were Princess Dial, which was introduced in Chicago, Peoria and Rockford; Star Lite foods, a new line of freeze-dried foods for sportsmen and other outdoorsmen; and Dabs, a vitamin-mineral tablet for pets.

In addition to being the second largest meat packer in the world (Swift & Co. is larger), Armour is strong in non-food areas. Last year, Dial soap captured a 13.8% share of market and ranked as the leading brand in the toilet soap dollar market. Armour plans to market Dial in Europe this year.

Armour now is one of the major chemical companies in the U.S. The company reportedly ranks as the leading seller of commercial fertilizers, and is vying with Swift as the No. 1 company in the home fertilizer field.

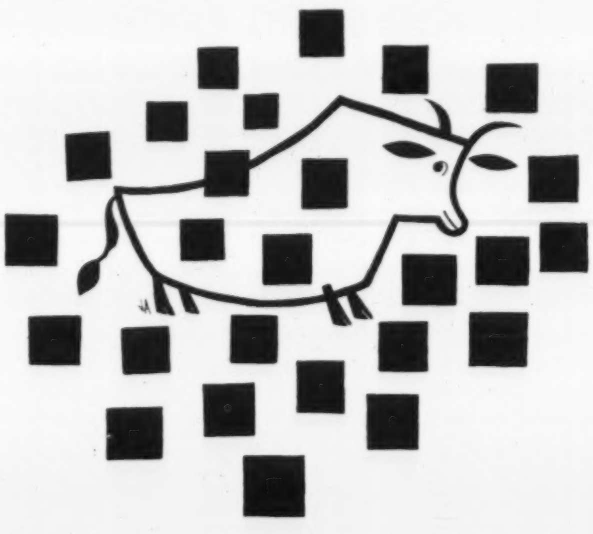
■ Dash has an estimated 4% share of the wet dog food market, the same as the shares of Pard, Ideal and Red Heart, as the four brands compete for third position. The leaders in this field are Ken-L-Ration, with an estimated 17% share of market, and Rival, with 10%.

DIE ERSTE*

In any language,
The Cedar Rapids Gazette
is Iowa's 1st newspaper
in total advertising
linage and provides
95% coverage of Iowa's
2nd largest market.

Represented by
Allen-Klapp Co.

*DIE ERSTE means First in German

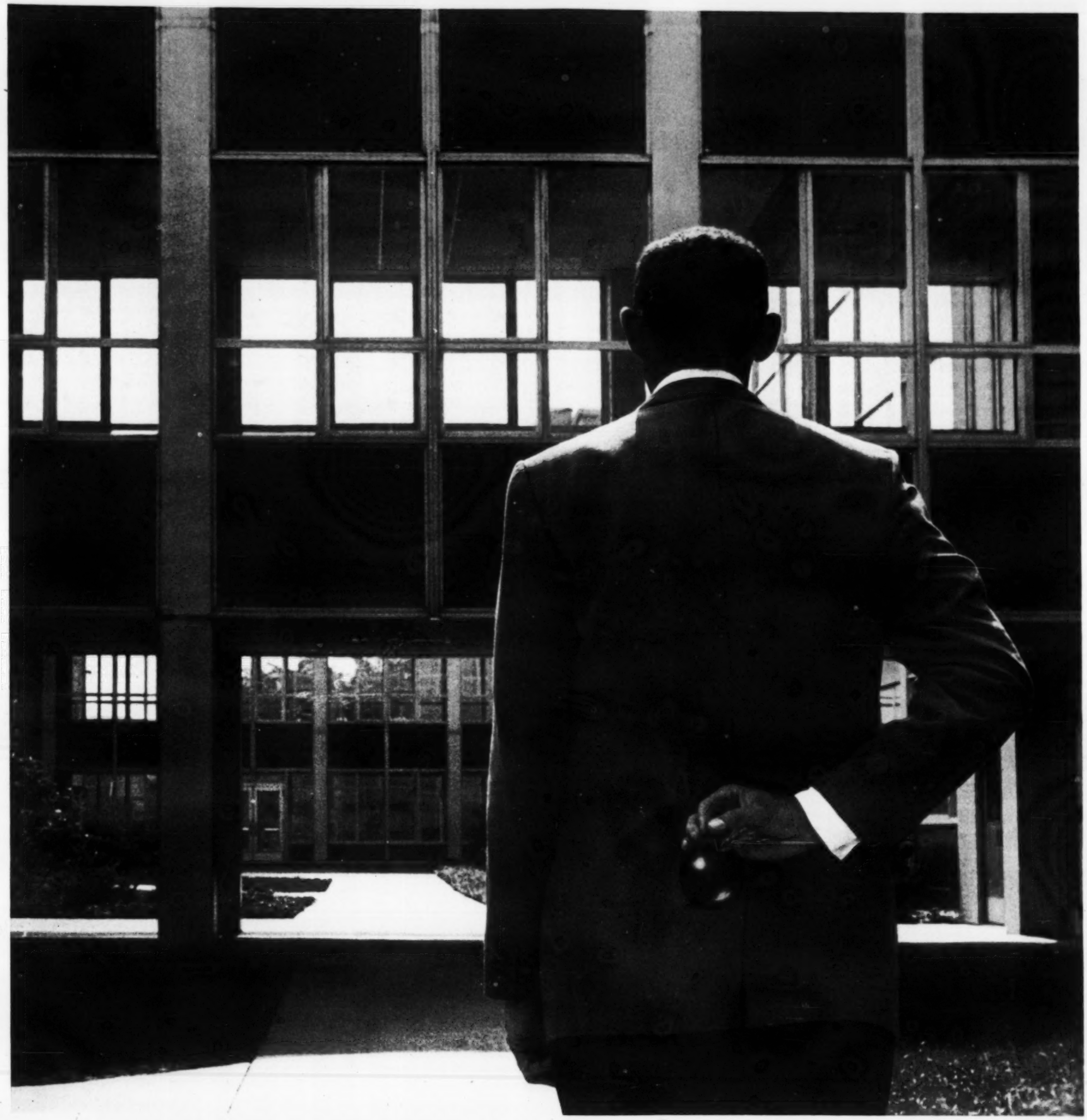


If a quiz master asked us how many bouillon cubes there are in a bull we wouldn't know, but we could answer any questions on fine photoengravings

Collins, Miller & Hutchings, Inc.

333 WEST LAKE STREET, CHICAGO 6

America's finest photoengravers for letterpress and gravure



the SKILLionaire is a teacher's pet

This is a public school that isn't overcrowded. It is East High School in Rochester, N. Y., a 26-acre campus-style high school, one of the most modern in the world.

The SKILLionaire built it. He's the man on the street in Rochester, a skilled worker in a precision industry. He spends more per pupil on public education than the citizens of any other U.S. city of more than 100,000 people.

In the city of SKILLionaires, classrooms are sufficient to the children's need. Fewer than 30 pupils per classroom. From one SKILLionaire high school, more than 90% of each graduating class go to college. And his University of Rochester is one of the nation's six most heavily endowed co-educational universities.

The SKILLionaire keeps in contact with his school system, its needs and its status through our newspapers, where he gathers facts, makes decisions, notes results.

We know the SKILLionaire well. Nearly every family in metropolitan Rochester reads one or both of our newspapers. We know how he spends his family's hefty $8,014 average annual spendable income, a figure considerably higher than the national average. He looks to our advertising pages for the most effective ways to spend it.

We discuss the SKILLionaire candidly in our "Case for the SKILLionaire" kit. For your copy, write National Advertising Manager, *The Rochester Times-Union* and *The Democrat and Chronicle*, Rochester, N. Y.

ROCHESTER TIMES-UNION and DEMOCRAT AND CHRONICLE, Members: Gannett Group of Newspapers. Represented by Gannett Advertising Sales, Inc., New York, Philadelphia, Hartford, Syracuse, Chicago, Detroit, San Francisco.

Opportunities for Armour and other meat packers to expand their marketing operations were curtailed last December when a Chicago judge rejected a plea by Armour, Swift and Cudahy to modify a 40-year-old consent decree, which prevents them from expanding their marketing activities into certain areas outside of the meat products business.

Last June 19, the U. S. Supreme Court rejected an appeal by the three packers for modification of the consent decree by affirming the action of the lower court.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 2,053,573	$ 1,544,650
Magazines	3,884,155	2,211,944
Farm Publications	181,456	141,994
Business Publications	302,600	915,600
Spot Television	959,990	1,291,160
Network Television	3,988,370	4,599,368
Outdoor	111,913	———
Total Measured	11,482,057	10,704,716
Total Unmeasured	6,337,943	5,495,284
Estimated Total Expenditure	17,820,000	16,200,000

ARMOUR & CO.

General Offices

MARKETING PERSONNEL
(All located in Chicago)

Marketing

Kenneth L. Skillin, marketing director

Public Relations

E. L. Heckler, manager
Edward G. Gold, assistant manager

ARMOUR FOODS

Chicago

MARKETING PERSONNEL

Advertising

C. E. Gylfe, advertising manager

Marketing and Sales

J. C. Mommsen, vp, sales
Earl Clements, sales manager
Emmet O'Neill, marketing director
W. B. Johnson, manager, national account sales
W. M. Elder, manager, trade relations
D. B. Love, manager, frosted meats
C. V. Olmstead, manager, food service
Lloyd Woodall, vp and general manager, dairy, poultry and margarine division
C. C. Tatham, assistant general manager and director of marketing, dairy, poultry and margarine division
F. H. Holtman, director of market planning, dairy, poultry and margarine products
T. C. Gordon, general manager, special products
J. F. Mahoney, marketing manager, special products
Sam Teitelman, manager, marketing and consumer research
J. I. Hunter, general manager, beef division
R. M. Dall, general manager, pork division
A. J. Sullivan, general manager, lamb and veal division
J. O. Epeneter, general manager, refinery division
L. H. Van Dan Acker, general manager, by-product sales

Regional Sales

W. A. Coon, vp and general manager, western area (located in San Mateo, Cal.)
B. E. Hoover, vp and general manager, southeast area (Atlanta)
H. M. Coke, sales manager, southeast area
H. E. Stepp, vp and general manager, northeast area (New York)
T. R. St. John, vp and general manager, southwest area (Dallas)
J. B. Teel, sales manager, southwest area
Jack Thomas, vp and general manager, midwest area (Omaha)
C. W. Campbell, sales manager, midwest area
M. E. Barnes, general manager, St. Paul area (St. Paul)
E. J. Carty, sales manager, St. Paul area
H. E. Maxeiner, marketing manager, St. Paul area
A. Van Riper Jr., general manager, Pittsburgh area (Pittsburgh)

ADVERTISING AGENCIES

Young & Rubicam, Chicago—dairy, poultry and margarine; frosted meats; refinery; smoked meats including ham and bacon; fresh, dry and smoked sausage; advertising for miscellaneous departments and divisions, and advertising for all Armour regional marketing units—R. E. Whiting, account supervisor; L. C. Burns, account executive (processed meats); H. Peterson, account executive (dairy, poultry, margarine); Irving Gerson, account executive (miscellaneous division).

North Advertising, Chicago—Miss Wisconsin cheese—R. M. Fechheimer, account supervisor.

JACOB E. DECKER & SONS

Mason City, Ia.

MARKETING PERSONNEL

P. J. Thogerson, general manager
L. P. Greene, sales manager

Top 25 Business Paper Advertisers

Rank	Advertiser	Expenditure 1960	Expenditure 1959
1.	General Electric	$ 4,599,700	$ 4,060,000
2.	Du Pont	3,499,000	2,637,000
3.	American Cyanamid	3,000,000	2,818,000
4.	Merck & Co.	2,880,700*	2,455,800*
5.	General Motors	2,831,600*	3,179,000*
6.	Abbott Labs	2,800,000	1,767,000*
7.	U. S. Steel	2,776,900	3,837,900
8.	Westinghouse Electric	2,450,000	1,733,000
9.	Allis-Chalmers	1,993,900*	2,681,100*
10.	Eastman Kodak	1,800,000	1,650,000
11.	Minnesota Mining & Mfg.	1,800,000	1,025,400*
12.	Minneapolis-Honeywell	1,720,000	1,500,000
13.	Aluminum Co. of America	1,656,000	1,000,000
14.	Continental Can	1,617,000*	1,500,000
15.	Union Carbide	1,604,100*	1,662,300*
16.	Standard Oil (N. J.)	1,600,000	225,000
17.	Republic Steel	1,564,400*	1,621,100*
18.	Ciba Pharmaceutical	1,500,000	931,000*
19.	Allied Chemical & Dye	1,496,000*	2,075,000*
20.	Dow Chemical	1,453,600*	1,239,200*
21.	Eli Lilly	1,412,800*	1,204,400*
22.	Colorado Fuel & Iron	1,363,500*	1,412,900*
23.	Caterpillar Tractor	1,320,900*	1,271,400*
24.	Bethlehem Steel	1,265,600*	1,311,500*
25.	A. H. Robins Co.	1,200,000	915,000

*Estimated by Associated Business Publications
Source: Associated Business Publications

ADVERTISING AGENCY

Young & Rubicam, Chicago—all products—R. E. Whiting, account supervisor.

DRUMMOND PACKING CO.

Eau Claire, Wis.

MARKETING PERSONNEL

J. A. Goldammer, general manager

ADVERTISING AGENCY

Young & Rubicam, Chicago—all products—R. E. Whiting, account supervisor

MEMPHIS PACKING CO.

Memphis

MARKETING PERSONNEL

D. G. Koenig, general manager
H. P. Schultz, sales manager

ADVERTISING AGENCY

Greenhaw & Rush, Memphis—all products—Holton C. Rush, account supervisor.

PITTSBURGH PROVISION & PACKING CO.

Pittsburgh, Pa.

MARKETING PERSONNEL

A. Van Riper Jr., general manager
W. D. Reese, sales manager

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Pittsburgh—all products—William Genge, account supervisor.

PFAELZER BROS.

Chicago

MARKETING PERSONNEL

V. E. Handwerg, general manager
Robert Fugazzi, sales manager
Stanley Dial, manager, home service division

ADVERTISING AGENCY

North Advertising, Chicago—all products—R. M. Fechheimer, account supervisor.

ARMOUR CHEMICAL INDUSTRIES

(This category includes the following six divisions)

ARMOUR AGRICULTURAL CHEMICAL CO.

Atlanta

MARKETING PERSONNEL

W. E. Shelburne, president and general manager
H. V. Miller, general manager, mixed fertilizer division
R. L. James, general manager, nitrogen-potash-phosphate division
J. Harry Varner, advertising manager

ADVERTISING AGENCY

Liller, Neal, Battle & Lindsey, Atlanta—Armour fertilizers and chemicals—H. G. Axelberg, account supervisor.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 104,400	$104,313
Magazines	100,087	89,055
Farm Publications	112,417	52,310
Spot Television	102,330	149,110
Total Measured	419,234	394,788
Total Unmeasured	617,084	197,394
Estimated Total Expenditure	1,036,318	592,182

ARMOUR ALLIANCE INDUSTRIES

Alliance, O.

MARKETING PERSONNEL

C. B. Johnson, vp and general manager
J. N. Davis, general manager, coated abrasives division
R. C. Hepple, general manager, adhesives division
V. C. Sickle, general manager, cushioning products division
W. S. Kennedy, advertising manager

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Pittsburgh—all products—W. S. Reed, account supervisor; E. G. Trageser, account executive.

ARMOUR GROCERY PRODUCTS DIVISION

Chicago

MARKETING PERSONNEL

J. M. Hoerner, vp and general manager
Robert B. MacLean, marketing director
G. M. Keller, national sales manager
D. L. Duensing, advertising and merchandising manager

ADVERTISING AGENCY

Foote, Cone & Belding, Chicago—Dial soap, Princess Dial soap, Dial shampoo, liquid Chiffon, canned meats, Dash dog food—William R. Forrest, management representative; James W. Cameron, account supervisor (Dial soap, Princess Dial soap, Dial shampoo, liquid Chiffon and new products); John Rigotti, account supervisor (Dash dog food, canned meats and new products).

ARMOUR INDUSTRIAL CHEMICAL CO.

Chicago

MARKETING PERSONNEL

M. E. Lewis, vp and general manager
E. S. Lawton, director of marketing
Joseph Misamore, advertising manager

ADVERTISING AGENCY

Buchen Advertising, Chicago—all products—P. M. White, account supervisor.

ADVERTISING EXPENDITURES

	1960	1959
Magazines	$ 77,316	$ 22,369
Business Publications	121,632	125,000
Total Measured	198,948	147,369

ARMOUR LEATHER CO.

Chicago

MARKETING PERSONNEL

C. L. Heselton, president and general manager
W. C. Mooney, general manager, upper leather division (Sheboygan, Wis.)
P. W. Kenyon, general manager, sole leather division (Williamsport, Pa.)
H. J. Houk, general manager, Winslow division (Boston)

ADVERTISING AGENCY

J. J. Carroll & Associates, Des Plaines, Ill.—J. J. Carroll, account supervisor.

ADVERTISING EXPENDITURES

	1960	1959
Magazines	$ ——	$ 3,215
Total Measured	——	3,215
Total Unmeasured	72,337	45,010
Estimated Total Expenditure	72,337	48,225

ARMOUR PHARMACEUTICAL CO.

Chicago

MARKETING PERSONNEL

Robert A. Hardt, president and general manager
C. W. Tarbet, marketing director
H. E. Giss, advertising manager

ADVERTISING AGENCIES

Jordan, Sieber & Corbett, Chicago—pharmaceuticals—Paul E. Sieber, account supervisor.

Marsteller, Rickard, Gebhardt & Reed, Chicago—veterinary products—Richard J. Cech, account supervisor; Merrill Gregory, account executive.

Sproul & Associates, New York—international—E. M. Saravia, account executive.

Shaw-Hagues Inc., Chicago—Listica—David Hagues, account supervisor; John Taplin, account executive.

ADVERTISING EXPENDITURES

	1960	1959
Farm Publications	$ 19,801	$ 14,955
Business Publications	180,968	400,000
Total Measured	200,769	414,955
Total Unmeasured	333,692	62,243
Estimated Total Expenditure	534,461	477,198

Armstrong Cork Co.

	1960	1959
Sales (Net)	$291,539,000	$290,620,000
Earnings	16,225,000	19,207,000
Advertising	10,500,000*	8,200,000*

*Estimated by AA

Armstrong Cork Co., Lancaster, Pa., the nation's 84th largest advertiser, increased its advertising about 28% in 1960, a record year for sales and second best for earnings.

"Lagging demand and unusually keen competition" in 1960 required "increased outlays for advertising, selling, sales promotion and new product development," the company said in its annual report. The company continued to concentrate its spending in two main media—magazines and network tv—and stepped up spending in both during the year. It increased spending in its third most important medium, business publications, but cut back in newspapers.

The company's record 1960 sales were up fractionally over 1959, but earnings dropped 15.5% from record 1959. In the first half of 1961, estimated sales were $147,946,000, up from $145,167,000 in the first half of 1960. Estimated net earnings dipped to $8,833,000 from $8,960,000. In the second quarter both sales and earnings were up sharply over last year's second quarter—as well as this year's first quarter.

Armstrong's foreign affiliates had sales of $29,575,000, up 11% over 1959's $26,259,000. Earnings dropped 14%, from $1,461,000 in 1959 to $1,247,000 in 1960.

■ Last year was Armstrong's 100th year as a business, its 43rd year of magazine advertising and its tenth year as sponsor of "Armstrong Circle Theater" (CBS-TV). During the year it also sponsored a segment of Art Linkletter's "House Party," and was a participating sponsor for the daytime CBS-TV shows "I Love Lucy," "The Edge of Night," "Love of Life," "The Brighter Day" and "The Verdict Is Yours."

In 1960 the company expanded its advertising in magazines and in business publications for architects, home builders, decorators, lumber dealers and floor covering dealers, plus industrial and packaging publications.

Advertising for the second half of 1960 centered around the introduction of Palatial Vinyl Corlon, the first inlaid vinyl sheet goods in the history of the industry. A tv commercial on "Armstrong Circle Theater" and a three-page color ad in *Life* introduced the product in October, followed up by color pages in 11 other magazines throughout the winter.

■ Another major promotion during the year was a 16-page portfolio-ad for architects showing how resilient flooring has been used in a variety of modern buildings. The ad ran in three architectural magazines in September and October, and was also used for direct mailing.

For resilient flooring in 1961, Armstrong has planned 220 pages of magazine advertising, sponsorship of "Armstrong Circle Theater" and "Video Village" (both CBS-TV), display booths, direct mail campaigns and informational displays. For its building materials, it will run about 335 pages in business publications, another 110 pages for its packaging materials and 225 pages for its industrial products—for a grand total of 1,000 pages.

■ In June, 1961, the company moved its building materials account (billing about $1,500,000) out of Ogilvy, Benson & Mather and gave it to Batten, Barton, Durstine & Osborn, thus consolidating its account at BBDO. Ogilvy has handled the account since 1956; BBDO has been an Armstrong agency since 1917. Earlier in the year, BBDO was also named to handle Armstrong's advertising in Australia through its affiliate agency, John Clemenger Ltd., Melbourne.

To help flooring retailers, the company inaugurated a consumer credit program in April, 1960. Under it, retailers work with local banks in setting up instalment purchase plans. Dealers are paid by the bank when installation is completed and the bank collects instalment payments.

Also in 1960, the company took to the road with two different fleets of mobile showcases—specially prepared trailer units. One fleet of 21 such trailer-showcases visited flooring dealers throughout the U.S. and is credited with opening "hundreds" of new retail accounts. Manned by the company's wholesale distributors, the mobile showcases pulled up at individual retailers' front doors to discuss product lines, advertising, merchandising, credit, installation, etc.

Two other "showcases of ideas" visited about 100 mobile home manufacturers to show how flooring materials, ceilings, wall and counter top coverings and insulations could be used in trailer homes. A decorating clinic and a showing of merchandising and selling aids were also presented.

In Armstrong's centennial year, advertising carried the secondary theme, "Beginning our second century of progress," and a Centennial line of building products was introduced.

■ Armstrong manufactures hundreds of products for home and industry which fall into three main groups: resilient flooring and building products; industrial specialties; and packaging materials. Its flooring division continues to be the industry's No. 1 producer, maintaining about 40% of the market.

Over 60% of gross is from building products. The remaining 35% or 40% of sales is about equally divided between packaging products and industrial-commercial specialties.

Products of the three divisions include:

• Building materials: (1) Resilient flooring, floor, wall and countertop coverings, including vinyl Corlon and other plastic sheet goods, Excelon vinyl-asbestos tile and a wide range of other resilient tiles, linoleum, printed felt-based floor coverings, (2) residential and commercial ceilings, including a complete line of Cushiontone fiberboard and mineral fiber acoustica materials, (3) residential insulation products, including Temlok sheathing, shake, shingle and aluminum siding backerboard, Roof Deck, other decorative fiberboard materials, and insulating wool, (4) commercial fluid-applied roofing material and (5) a variety of in-

Want to Know How to Cover The Pittsburgh Market?

Ask your Sales Manager . . .

He'll tell you:

"Pittsburgh is an important market — eighth largest in the nation. The central city is relatively small—accounting for only a third of the total population.

The real buying power — over two thirds of it — is in the surrounding maufacturing towns that cluster around Pittsburgh. That's why two-thirds of my salesmen are assigned outside the city.

Incidentally, I hear that the radio and television coverage is too split up and spotty to give full coverage.

I'd say use the two metropolitan newspapers for guaranteed coverage if we can. Otherwise use the morning Post-Gazette since it covers the central city and the suburban area just as my salesmen do."

Route Your Advertising As You Route Your Salesmen

use the **PITTSBURGH POST-GAZETTE**

Represented Nationally by: Moloney, Regan & Schmitt, Inc.

Smart advertisers are putting extra emphasis on...

the fabulous YOUNG FAMILIES with children MARKET

To be specific, families with children spend 76% more for goods and services than do families without children. They spend 94% more for foods; 157% more for footwear; 56% more for women's and girls' apparel; 86% more for boys' and men's apparel; 76% more for housing; 86% more for furniture; 94% more for household appliances; 170% more for cleaning and polishing preparations; 70% more for household utilities; 56% more for automobiles; 86% more for gasoline and oil; 112% more for recreation.

U.S. Dep't of Commerce, Study of Consumer Expenditures, Income and Savings.

HOW MANY CHILDREN WILL THERE BE IN THE YEARS JUST AHEAD?

Population Projections of the United States, By Children in Various Age Groups.

	TOTAL BIRTHS	CHILDREN UNDER 21 YEARS	CHILDREN UNDER 18 YEARS	CHILDREN 5-17 YEARS	CHILDREN UNDER 5 YEARS
1960	4,247,000	74,407,000	64,802,000	44,811,000	19,991,000
1961	4,411,000	76,347,000	66,233,000	45,991,000	20,242,000
1962	4,494,000	78,387,000	67,664,000	47,171,000	20,493,000
1963	4,578,000	80,227,000	69,094,000	48,351,000	20,743,000
1964	4,665,000	82,166,000	70,523,000	49,530,000	20,993,000
1965	4,734,000	84,105,000	71,952,000	50,709,000	21,243,000
1966	5,026,000	85,998,000	73,361,000	51,528,000	21,833,000
1967	5,138,000	87,891,000	74,770,000	52,347,000	22,423,000
1968	5,239,000	89,782,000	76,178,000	53,166,000	23,012,000
1969	5,341,000	91,675,000	77,586,000	53,985,000	23,601,000
1970	5,442,000	93,567,000	78,994,000	54,804,000	24,190,000
Percent of increase (1960-1970)	28.3%	25.8%	21.9%	22.3%	21.0%

SOURCE: U.S. Dept. of Commerce; Special tabulation Survey of Consumer Finances

COMPARE PARENTS' MAGAZINE'S AUDIENCE WITH OTHER MAGAZINES!

	Women Readers 18-34 Years	Married Women Readers 18-34 Years	Mother Readers All Ages	Mother Readers 18-34 Years
PARENTS' MAGAZINE	68.9%	68.6%	96.9%	66.7%
GOOD HOUSEKEEPING	33.6%	31.1%	51.0%	23.1%
LADIES' HOME JOURNAL	34.9%	31.1%	49.0%	22.6%
McCALL'S	33.6%	30.9%	48.7%	22.5%
COSMOPOLITAN	46.8%	39.7%	44.1%	24.3%
REDBOOK	46.6%	40.5%	47.6%	27.3%
LIFE	34.3%	30.3%	52.6%	23.3%
LOOK	36.4%	31.4%	49.6%	23.3%
SATURDAY EVE. POST	34.4%	30.4%	47.9%	22.3%

NUMBER OF FATHER READERS (18-44) Per 100 Copies: Parents' Magazine-30, Good Housekeeping-9, Ladies' Home Journal-8, McCall's-9, Cosmopolitan-19, Redbook-18, Life-34, Look-33, Saturday Evening Post-32.

Daniel Starch & Staff "1960 Consumer Magazine Report," Special Tabulation

ONLY PARENTS' MAGAZINE GIVES YOU VIRTUALLY 100% CONCENTRATION IN THIS BIGGEST-SPENDING MARKET!

Here is the one advertising medium devoted exclusively to the special needs and interests of families with growing children. Every single issue presents editorial features which are both authoritative and practical ... ideas for young mothers and fathers to apply in daily living ... covering not only child care and family relationships, but also housing, home equipment, beauty, foods, fashions and everything else that enters into active living.

COMMENDED by PARENTS' MAGAZINE

This Seal UPS sales! Ask about its use on your brand today.

Parents' MAGAZINE & BETTER HOMEMAKING

Parents' Magazine Circulation	Children in Parents' Magazine Families	Monthly Readership
1,850,000	4,250,000	6,235,000

NEW...FREE! 1961 MARKET DATA BOOK giving valuable information about big-buying families with children. Write for your copy. 52 VANDERBILT AVE., N.Y. 17

dustrial and commercial insulation products.

- Industrial specialties: Used by manufacturers in many industries, including the automotive, transportation, textile, shoe, electrical air-conditioning and furniture industries. These products perform gasketing, sealing, bonding, frictional, filtering, noise damping, and numberous other functions.

- Packaging products: A wide range of glass containers, prescription ware, blown plastic bottles, plastic vials and specialties, metal and plastic caps, and beverage crowns serving six market areas including food, medicinal and health; household, chemical and industrial, toiletries and cosmetics; beer and soft drinks, and wine and liquor.

■ A company that is strong in product development, Armstrong brought out its usual variety of new products in 1960. Additions to its expanding line of vinyl floorings included Patrician Corlon, featuring random-colored vinyl and pearlescent chips, and Palatial Corlon which has marble-like veins of vinyl running through a textured field of finely ground vinyl particles. It also introduced a special floor finish for resilient floors—Armstrong Vinaflos—as a companion to Armstrong Linoglas Wax. These two products are sold by Armstrong flooring dealers. This fall, the company will test-market its first product for supermarkets. Called Armstrong One-Step Floor Care, it will "clean and wax floors at the same time."

New building products included Centennial Cushiontone (a line of perforated acoustical tile with printed, decorative designs) and Golden Cushiontone (the first fissured fiberboard acoustical tile with gold-colored flakes embedded in its surface).

Armstrong also introduced Brush-On-Ceiling Cement to eliminate the need for furring strips and staples in many ceiling installations. A major improvement known as the Acoustical Fire Guard Lay-In System makes possible fire-safe ceilings in large panels for easy access to lighting, plumbing and heating.

In industrial specialties, the company developed Flexelon, a new insole material for the shoe industry which provides lightweight, low-cost cushioning. A "foamed-in-place" insulation called Expandofoam was introduced for the refrigerated equipment field. Urethanes and Flurocarbon Accopac, two new polymeric materials, reached the production stage in 1960 and will open new market opportunities in a variety of industrial applications. Vinyl Automat replacement units were introduced for replacing deck covering in station wagons.

In 1960, Armstrong Kork GmbH was organized in Germany an an affiliate of the company's Swiss subsidiary, Armstrong Cork International, S.A. A plant for the manufacture of resilient flooring is now being constructed by this affiliate in Munster, Germany. A sales company was also formed in Johannesburg, Union of South Africa, and a sales office was established in Beirut, Lebanon. This year, affiliate sales companies were formed in Sydney, Australia and Sao Paulo, Brazil.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 86,218	$ 207,850
Magazines	2,790,641	2,105,360
Farm Publications	———	12,400
Business Publications	700,000	400,000
Network Television	4,181,034	2,998,265
Total Measured	7,757,893	5,723,875
Total Unmeasured	3,742,107	2,476,125
Estimated Total Expenditure	10,500,000	8,200,000

MARKETING PERSONNEL

Sales

J. H. Binns, vp and general manager, floor and industrial operations
H. A. Jensen, general sales manager, floor division
W. B. Tucker, general sales manager, industrial division
R. H. Hetzel, vp and general manager, packaging materials operations
H. R. Peck, vp and general manager, building materials operations
J. V. Jones, general sales manager, building products division
A. E. Pearce, general sales manager, insulation division
I. W. Keller, vp and general manager, international operations

Advertising, Promotion & Public Relations

Max Banzhaf, director of advertising, promotion and public relations
C. W. Moodie Jr., assistant director and general manager of advertising and promotion
A. H. Forster, assistant director and general manager of public relations and staff services department
W. A. Mehler Jr., assistant general manager of public relations and staff services department
Clyde O. Hess, manager of public information section
Matthew W. Harrison, manager of employe information section
Glen P. Dalrymple, manager of floor division creative section
H. J. Miller Jr., manager of building materials creative section
G. M. Schouten, manager of international creative section
Robert D. Wilcox, manager of packaging materials creative section
Donald G. Goldstrom, manager of special promotions section
J. V. Glass, manager of advertising design
A. F. Rudy, manager of production and budgetary control

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, New York—all divisions—Roy Dreher, management supervisor; Michael Griggs and Jack Wiechmann, account executives.

Top 25 National Outdoor Advertisers

Rank	Advertiser	Expenditure 1960	Expenditure 1959
1.	General Motors	$10,516,326	$ 9,834,053
2.	Ford Motor	5,519,651	5,439,939
3.	Anheuser-Busch	4,464,873	4,456,105
4.	Shell Oil	3,545,751	3,282,063
5.	Jos. Schlitz Brewing	3,096,042	1,913,614
6.	Standard Oil of Indiana	2,824,738	2,897,718
7.	Seagram	2,530,717	2,189,167
8.	Coca-Cola	2,408,325	2,377,961
9.	General Foods	2,058,902	361,721
10.	Continental Baking	2,049,916	920,452
11.	Swift & Co.	1,928,272	310,267
12.	National Distillers	1,905,527	1,977,563
13.	Theo. Hamm Brewing	1,855,477	1,614,353
14.	Wm. Wrigley Jr. & Co.	1,520,426	2,388,389
15.	Chrysler	1,513,209	1,293,229
16.	Schenley Industries	1,454,825	1,366,158
17.	Falstaff Brewing	1,418,583	1,523,636
18.	Kellogg	1,397,280	1,374,304
19.	Borden	1,325,533	1,176,246
20.	Studebaker-Packard	1,314,494	1,328,300
21.	P. Ballantine & Sons	1,187,496	1,112,940
22.	Pepsi-Cola	1,178,014	956,630
23.	Motorola	1,173,603	687,349
24.	Standard Oil (N. J.)	1,173,503	1,508,102
25.	Royal Crown Cola	1,167,266	1,004,950

Source: Outdoor Advertising Inc.

Bayuk Cigars Inc.

	1960	1959
Sales	$50,009,452	$52,218,725
Earnings	1,454,760	1,937,048
Advertising	6,900,000*	7,100,000*

*Estimated by AA

Bayuk Cigars Inc., Philadelphia, the nation's 98th largest advertiser, cut its advertising expenditures 2.8% to $6,900,000 in 1960.

Sales were down slightly and earnings plunged 24.9%. This followed a year of tremendous growth during which sales jumped 29% and earnings soared 91%. The company attributed its 1959 banner year to its national promotion of the new shapes and milder cigars.

Sales continued to decline during the first quarter of 1961, dropping 13.5% to $9,846,028 from $11,385,865 in the 1960 first quarter. Earnings fell 5.1% to $348,219 from $367,060 in the previous first quarter.

■ Bayuk's share of market was down slightly, from 12.6% in 1959 to 11.1% last year, according to estimates made by the Cigar Manufacturers Assn. of America. The association put the total industry sales figure at about $448,500,000. Bayuk is believed to be in competition with American Tobacco for third place among the cigar makers. (American does not give a breakdown for its cigar sales.) Top-ranking Consolidated Cigar Corp. gained less than 1%, for a 22.3% share in 1960, while the second-place General Cigar Co. dropped slightly, for a 13.9% share.

Bayuk continued to place the lion's share of its advertising budget in network television for the second consecutive year, spending $5,705,471 in that medium during 1960. Primarily in behalf of its Phillies brands, its most heavily promoted cigars, the company sponsored Milton Berle's "Jackpot Bowling," football's Sugar Bowl and Senior Bowl games, professional basketball, "Major League Baseball" and other sporting events on NBC-TV.

In 1961, the company has been leaning heavily toward newspaper advertising, tied in with promotions at the local and regional level. One of the main objectives of the swing back to newspapers was to educate the public about the features of Phillies' nine different shapes according to Magnus Hendell, director of advertising. He said that there is a popular misconception that all Phillies shapes taste alike, but actually the blends in each are different.

Phillies Sports, introduced in 1960 at 5 for 39¢, were promoted in newspapers early in 1961 in a 9¢-off special offer. Ads varying from 175 to 1,000 lines featured Milton Berle of the company's tv series.

Other Phillies shapes include the King Size, Double Perfecto, Imperial, at 2 for 25¢; Perfecto, 10¢; Panatella, Blunt, 5 for 39¢; Cheroot, 5 for 28¢; and Junior, 5¢.

This fall, Phillies will sponsor "Pleasure Beyond Price." In addition, newspapers, spot tv, and radio will be used in about 200 markets.

■ E. Archie Mishkin, Bayuk president, said in the annual report that taxes imposed by a number of states on the sale of cigars during the past two years interfered with the growth of cigar consumption in those states. He observed that, on the other hand, New York State, one of the company's most important markets, repealed its 15% excise tax, effective July 1, 1961.

During 1960, Webster Ad Libs were introduced, at 5 for 35¢. Other Webster shapes, which vary from 35¢ to 5¢, include Directors, Fancy Tales, Bankers & Brokers, Kings, Queens, Golden Wedding, Royals, Panatella and Babies. Bayuk also markets Tom Moore, Cinco, Seidenberg, Flor de Melba, John Ruskin and Royalist cigars.

In addition to Philadelphia, Bayuk has manufacturing plants in Steelton and York, Pa., and Selma, Ala.

Earlier this year, Bayuk purchased Mason, Au & Magenheimer Confectionery Mfg. Co., Mineola, N. Y., maker of Mason Mints, Peaks, Black Crows and Dots.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 102,063	$ 180,469
Magazines	———	594,270
Business Publications	20,000	20,000
Network Television	5,705,471	5,962,772
Spot Television	———	162,910
Total Measured	5,827,534	6,920,421
Total Unmeasured	1,072,466	179,579
Estimated Total Expenditure	6,900,000	7,100,000

MARKETING PERSONNEL

Jack E. Sperzel, director of marketing

Advertising

Magnus Hendell, director of advertising
Morton Yanow, television director

ADVERTISING AGENCIES

Wermen & Schorr, Philadelphia—all cigar brands—J. Leonard Schorr, account supervisor, and Lester Harmon, account executive.

Ellington & Co., New York—Mason Mints, Peaks, Black Crows and Dots—Franklyn W. Dyson, account executive.

Beech-Nut Life Savers Inc.

	1960	1959
Sales	$118,290,926	$115,568,322
Earnings	8,978,238	8,104,045
Advertising	12,990,000	13,050,000

Beech-Nut Life Savers Inc., the 69th largest national advertiser, invested $12,990,000 in advertising in 1960, nearly equal to the 1959 outlay.

The company finished its 70th year of business with record sales of $118,290,926, up 2.4% over 1959. Earnings jumped 10.8% to $8,978,238. Price increases for baby food and confections, effective for part of the year, were partly responsible for the increased sales volume, the company noted. Sales of Beech-Nut coffee reversed a downward trend of recent years.

Network television again got the largest share of Beech-Nut's ad budget. The $4,819,117 spent in that medium in 1960 was approximately the same as in the previous year. Most heavily promoted was gum, with $2,833,181, followed by baby food, $1,590,158; Life Savers, $266,389, and coffee, $129,389.

During the 1960-'61 season, Beech-Nut placed most of its network tv money on NBC, shifting it from ABC where it has been a major sponsor for several years. The late Edward J. Noble, board chairman of Beech-Nut until his death early in 1959, had owned ABC-TV before selling it to Paramount Theaters.

Beech-Nut gum dropped its co-sponsorship of ABC-TV's Saturday night "Dick Clark Show" in September, 1960, when the network moved it from 7:30 to 7 p.m. (EDT) and then was not able to clear a sufficient number of stations at the earlier time period. Beech-Nut's only use of ABC during the 1960-61 season was four one-minute participations weekly on Dick Clark's "American Bandstand," plus a three-month schedule last fall which included four one-minute participations per week throughout the daytime schedule.

Beech-Nut was a half-sponsor of "NBC Saturday Prom." Also on that network the company bought participations in "Shirley Temple," "Michael Shane," "Laramie," "The Westerner," "Tall Man," "Outlaw," "Dan Raven" and "Thriller," plus 40 one-minute

The Compleat *seventeen* Reader

seventeen
30 PAGES
OF GLORIO

She reads SEVENTEEN from beginning to end,
For SEVENTEEN talks with her just like a friend.

She learns how to market, to cook and to sew
And everything else a young woman should know.

seventeen
30 PAGES
OF GLORIO
SPRING

She plans her own wardrobe 'round SEVENTEEN's clothes,
Heeds SEVENTEEN's counsel on beauty and beaus...

Consults SEVENTEEN for the latest teen fads...
And oh, how she buys from those SEVENTEEN ads!

buying habits start in... seventeen

it's easier to **START** *a habit than to* **STOP** *one!*

SEVENTEEN MAGAZINE
320 Park Avenue, New York 22 • PLaza 9-8100

LEARN HOW **SEVENTEEN's** UNIQUE SISTER PUBLICATION, **SEVENTEEN-AT-SCHOOL,** CARRIES YOUR ADVERTISING INTO HIGH SCHOOL HOME ECONOMICS CLASSROOMS.

participations on the "Jack Paar Show." In addition, Beech-Nut had alternate-week sponsorship of "Lone Ranger" and "Captain Gallant," both Saturday shows, and alternate quarter-hours on "Dough Re Mi," "Price Is Right," "Truth or Consequences," "Loretta Young Show," "From These Roots" and "Here's Hollywood."

The company's 1961-'62 network tv budget will be spent on an elaborate scatter plan on NBC, covering daytime, primetime and late evening shows. Gross time and talent costs in this buy come to about $10,000,000. The net cost of the NBC package was an estimated $8,000,000.

■ Stripe, a new striped fruit gum containing five differently flavored sticks per pack, aimed at the children's market, was introduced in six markets with newspaper ads last fall. Last June, 26-week spot tv schedules were begun in 14 markets, and Sunday supplements are also being used. More markets are being added regularly, and national distribution of Stripe is expected to be completed by the end of the year.

Along with the other leading gum makers—Wrigley, American Chicle and Clark—Beech-Nut raised the price of its 20-package cartons from 55¢ to 60¢ in May, 1960. This was the company's first price boost in more than 40 years.

Last fall, Beech-Nut began testing a four stick nickel pack of gum for vending machines exclusively. At the same time, Wrigley started introducing an eight-stick 10¢ pack for vending machines in the U. S., after trying it for a year in Canada.

■ The company's baby foods line is second behind the industry leader, Gerber. Since 1958, Beech-Nut has been using its Babyland theme in television and print to promote its baby foods. The nursery rhyme technique emphasizes the "purity and preparation" aspects.

The line of baby cereals has been supplemented with "wet cereals" packed in jars. A new protein baby food also was introduced.

A plant for the production of baby foods and gum was completed in Bad Essen, West Germany. The plant, which has already begun the manufacture of six baby food items, is owned 49% by Beech-Nut and 51% by General Milk Co. The German company is called Lebensmittel Gesellschaft N.B.H.; the baby food products will carry the name Glückslee, the German name meaning, "Lucky Clover," also used for General's European milk product. The plant is expected to begin gum production soon.

The baby foods division launched the largest advertising and promotion effort in its history in the California market last spring to introduce its new "twist-off" cap, replacing the former pry-off lid. The $1,000,000 California campaign utilized newspapers, spot radio and spot tv. Newspaper ads offered consumers, who sent in 12 labels, a coupon worth $1 toward the purchase of 12 additional jars. The new jar contains a "dimple" which, when down indicates the jar's seal has not been broken but when up warns the consumer the lid has been accidentally loosened.

■ Last Feb. 1, Beech-Nut Life Savers acquired all of the outstanding stock of Martinson's Coffee Inc. for an undisclosed amount of cash. Shortly thereafter, Beech-Nut shifted Martinson's from Al Paul Lefton Co., where it had resided 22 years, to Grey Advertising, as another premium priced coffee, Chock Full O'Nuts, departed from Grey. In addition to Martinson's regular and filter grinds, Grey got another of its products, Jomar instant coffee.

At the time of the agency switch, the Martinson's account was said to bill more than $500,000. Jomar instant had been accounting for about 20% of this.

About 55% of Martinson's premium coffee is sold through grocers and supermarkets, while 45% is sold to about 10,000 restaurants and hotels, mostly in New York. Jomar, which is available in 2 oz. and 5 oz. sizes, may add a 10 oz. jar in the future. Martinson's also produces Aborn as well as several private-brand coffees.

Life Savers (U.K.) Ltd., a company jointly owned by Beech-Nut and H. S. Whiteside & Co., was set up in England last fall. Also, a modern $2,000,000 plant has been built in San Jose, Cal. The plant is expected to add 20% to the production capacity for Life Savers. During the past year, another flavor, Cin-o-mon, was added to the confection.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers ....$	175,716	$ 1,049,407
Magazines	679,695	637,410
Business Publications	105,700	101,200
Spot Television	1,220,360	636,840
Network Television	4,819,117	4,839,370
Total Measured	7,000,588	7,264,227
Total Unmeasured	5,989,412	5,785,773
Estimated Total Expenditure	12,990,000	13,050,000

MARKETING PERSONNEL

Sales

Gordon C. Young, exec vp
H. A. Thompson, vp (confection sales)
Stanley R. Pomfret, vp (food sales)

Advertising

James D. Parker, advertising manager—confections
Donald K. Shearer, advertising manager—food
William N. Mallison, associate advertising manager—food

ADVERTISING AGENCIES

Young & Rubicam, New York—Beech-Nut baby food and gum, and Life Savers—Alexander Kroll, senior vp; Eldon E. Smith, vp, account supervisors. James Shivas, account executive on baby food; John S. Grier, account executive on Life Savers and cough drops; John A. Lamb, account executive on gum.

Charles W. Hoyt Co., New York—Beech-Nut coffee—A. W. Fargo Jr., account supervisor; Raymond Anrig, account executive.

Grey Advertising—Martinson's and Jomar instant coffees—Edward Meyer, account supervisor; Richard E. Wolfe, account executive.

Top 25 Farm Paper Advertisers

Rank	Advertiser	Expenditure 1960	Expenditure 1959
1.	Ford Motor Co.	$ 1,580,575	$ 1,856,956
2.	General Motors Corp.	1,578,844	1,612,051
3.	International Harvester	1,461,077	1,330,057
4.	American Cyanamid	1,190,695	1,146,141
5.	Deere & Co.	1,016,896	806,672
6.	Ralston Purina	825,536	839,687
7.	Chas. Pfizer & Co.	597,150	695,935
8.	Vick Chemical	577,183	416,915
9.	Firestone Tire & Rubber	554,511	553,374
10.	Massey-Ferguson	553,088	768,801
11.	Goodyear Tire & Rubber	487,478	571,355
12.	American Tel. & Tel.	472,757	504,997
13.	Sperry-Rand	460,737	430,720
14.	Allis Chalmers	449,517	617,623
15.	R. J. Reynolds	441,585	461,386
16.	Champion Spark Plug	440,370	368,229
17.	Eli Lilly & Co.	420,383	422,845
18.	Nutrena Mills	390,770	268,213
19.	B. F. Goodrich	356,319	275,130
20.	U. S. Steel	347,940	285,596
21.	Standard Oil Co. (Indiana)	344,758	323,473
22.	Kraft Foods	332,028	268,239
23.	J. I. Case	324,223	971,772
24.	Oliver Corp.	313,078	360,196
25.	DeKalb Agricultural Assn.	303,217	388,368

Source: Farm Publication Reports

Block Drug Co.

	1960	1959
Sales	$17,000,000*	$15,300,000*
Advertising	5,829,000*	4,472,660*

*Estimated by AA

Block Drug Co., Jersey City N.J., the nation's 100th largest advertiser, vaulted into the ranks of the 100 leaders for the first time in 1960, as it boosted its advertising expenditure some 32% to an estimated $5,829,000.

The increase came almost entirely from a boost in network tv expenditures to $5,242,000, as spot tv spending was cut back by nearly $1,000,000 to $299,500.

Block is a closed corporation and does not reveal sales or earnings. AA estimates Block sales at about $17,000,000 in 1960 and about $15,300,000 in 1959. No earnings estimates are available.

The Block company was started in 1909 by Alexander Block. It is currently run by Mr. Block's two sons, Melvin, who is president, and Leonard, who is exec vp. The company's biggest growth came with the meteoric rise of Amm-i-Dent toothpaste, introduced in 1951. The next year Block spent over $2,500,000 promoting the toothpaste, mostly in network and spot tv and Sunday supplements. The same year, company officials said Block sales had increased 300% since 1947.

Amm-i-Dent was the first ammoniated toothpaste, and that "miracle" ingredient helped it achieve the No. 2 sales position of any U.S. toothpaste in the early '50s. Since then, there have been other "miracle" ingredients, such as anti-enzymes, chlorophyll and fluoristan—all of which were contributing factors to Amm-i-Dent's brief stay on the best-seller list.

■ Other Block products, however, have more than taken up the slack. Polident denture cleanser is currently Block's biggest selling product, with Poli-Grip denture adhesive in second place. In 1960, the company spent over $2,000,000 in network tv to promote Polident. Another $775,000 was spent for Poli-Grip advertising.

Block's tv strategy has usually called for maximum reach rather than great frequency. Alfred L. Plant, advertising manager of Block, said the company has found in many cases that Block products do better by changing programs, rather than running on one program for 13 consecutive weeks or every other week.

The Block strategy is to rotate its products on various programs, thus "maximizing the opportunity to reach as many different people as possible," Mr. Plant explained. This fall, for instance, Block has purchased a six-program package on NBC, with each program aired every other week. Thus, most Block products will be reaching a broader audience, "even if this means giving up some frequency," Mr. Plant told AA.

■ In 1960, Block eliminated its limited spot tv schedule in favor of late night, early evening and daytime network buys. This move resulted in stepped up coverage, from 25 to 125 markets using spot tv, depending on the product, to about 140 markets via the networks. Block now considers spot a supplement to network television.

Block is one of the charter subscribers to the "Jack Paar Show" and has been one of the largest sponsors of the program. The company ordered approximately 250 participations during Paar's first year and has advertised seven different products on the show: Polident, Green Mint mouthwash, Nytol sleeping tablets, Omega Oil, Py-co-pay toothbrushes, Co-re-ga denture adhesive and Rem cough medicine.

When Mr. Paar walked off his show in February, 1960, in a dispute over NBC's censorship of his jokes, Block was one of the sponsors to send out a "come back, please, Jack" request. In a letter to Mr. Paar, Mr. Plant expressed Block's gratitude for Mr. Paar's good work in helping to sell Block products and voiced the hope that he'd come back. At the time, seven Block products shared in a 39-participation schedule on the program.

In 1960, Block nighttime network sponsorships or participations also included "This Is Your Life," "Riverboat," "Masquerade Party," "People Are Funny," "The Arthur Murray Show," "Colt .45," "Bourbon Street Beat" and "Richard Diamond." In addition, the company booked extensive daytime sponsorship on NBC and ABC.

■ Block's $5,000,000-plus measured media advertising total is probably somewhat inflated due to what is understood to be sizable discounts allowed to the company for its network tv buys.

Block has several wholly owned subsidiaries, each one operating independently. The most important, and the only one in the U.S., is Reed & Carnrick, Kenilworth, N.J., manufacturer of ethical drugs. Other affiliated companies are in Canada, England, Belgium and several South American countries.

The advertising-marketing department is set up on a brand manager basis. In addition to the advertising manager, personnel includes an assistant advertising manager, four brand managers, a media manager, a market research department manager and a manager of the new product development section.

In July, 1960, Block created a special division to develop and test market new products. Allen Schwartz, formerly a product advertising manager, was named to head the division. In other changes, Howard Gersten, a product advertising manager, was made assistant advertising manager with responsibility for marketing and merchandising programs. Henry Kornhauser, former media manager, was promoted to product advertising manager for Green Mint, Rem and Minipoo. Mitchell Smith joined Block as product advertising manager of Nytol, Co-re-ga and Dentu-Creme, coming over from Benton & Bowles.

Last month Edgar Hakim, formerly with Lennen & Newell, and Richard Frank, formerly with Ben Sackheim Inc., joined the company as product advertising managers. Mr. Hakim supervises Polident and Poli-Grip advertising, and Mr. Frank handles Py-co-pay, Omega and several new products.

David Miller, formerly with Grey Advertising, was named media manager of Block, and Dr. Stanley Seeman, formerly with Wildroot Co., was appointed to the position of market research manager.

Last March, Block began running full-page ads in *Reader's Digest* for Poli-Dent denture cleanser, the first such ads to be accepted by the magazine.

■ The company says it is currently working on six new products not in the denture field, in a move toward diversification. Block says the products are going into either national distribution or test market before the end of 1961.

The Block company does "virtually no" co-op advertising. The company explained that central spending of ad funds lends itself to better control over the entire marketing operation. The company employs about 20 salesmen and 50 detail men, and sells mostly to drug wholesalers, food chains and rack jobbers.

ADVERTISING EXPENDITURES

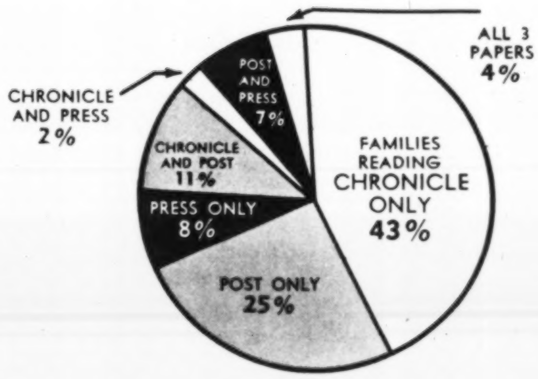
	1960	1959
Magazines ....$	29,375	$ ———
Business Publications	8,100	7,000
Network Television	5,242,390	2,866,572
Spot Television	299,500	1,250,630
Sunday Supplements	———	98,458
Total Measured	5,579,365	4,222,660

consumer / technical
aviation / financial
engineering / plastics
radio / transportation
professional / textile
boating / electronics
electricity / metals
directories
export

MEDIA
overseas

111 Broadway
New York 6, N.Y.
Di-9-1197
THOMAS SKINNER
and Company (Publishers) Ltd.

The Chronicle Has More EXCLUSIVE Houston Readers Than Both Other Houston Newspapers Combined!

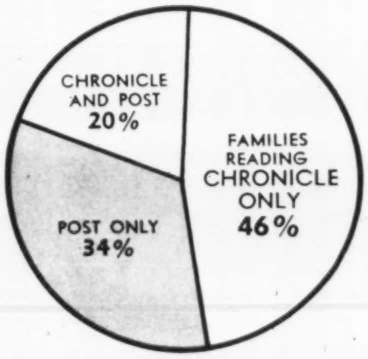


DAILY
NEWSPAPER READERSHIP

43%

of all Houston daily newspaper readers read ONE NEWSPAPER EXCLUSIVELY . . . that newspaper is

THE HOUSTON CHRONICLE



SUNDAY
NEWSPAPER READERSHIP

46%

of all Houston Sunday newspaper readers read ONE NEWSPAPER EXCLUSIVELY . . . that newspaper is

THE HOUSTON CHRONICLE

Source: Belden Associates, 1961

THE HOUSTON CHRONICLE

In Houston, The Chronicle
Is Your Must Buy

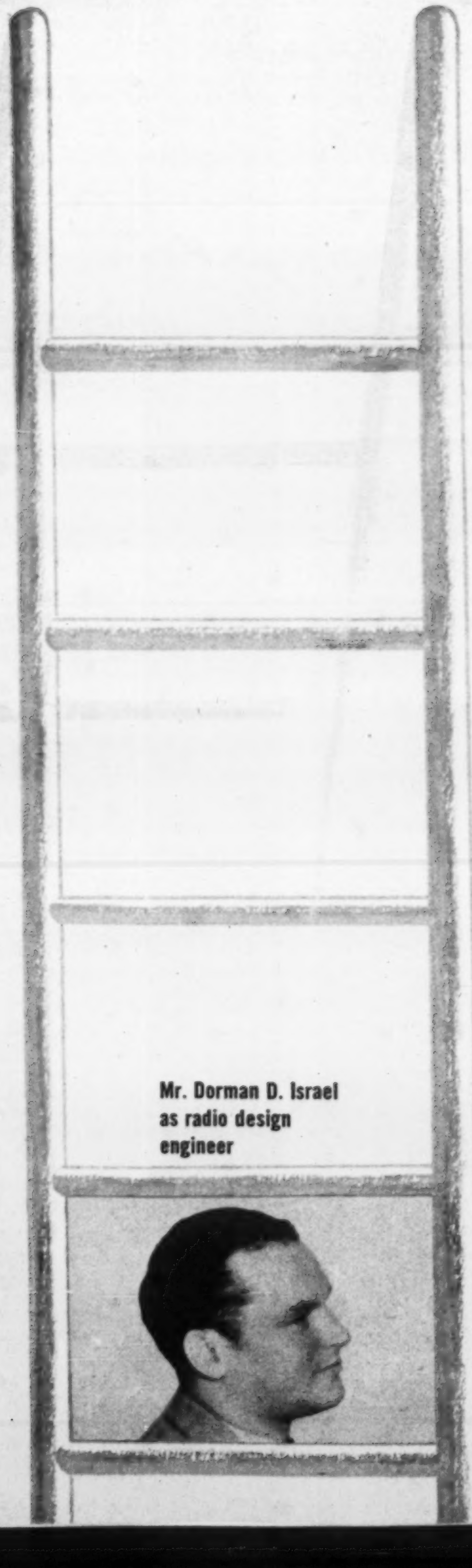
Member The TEXAS GROUP

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

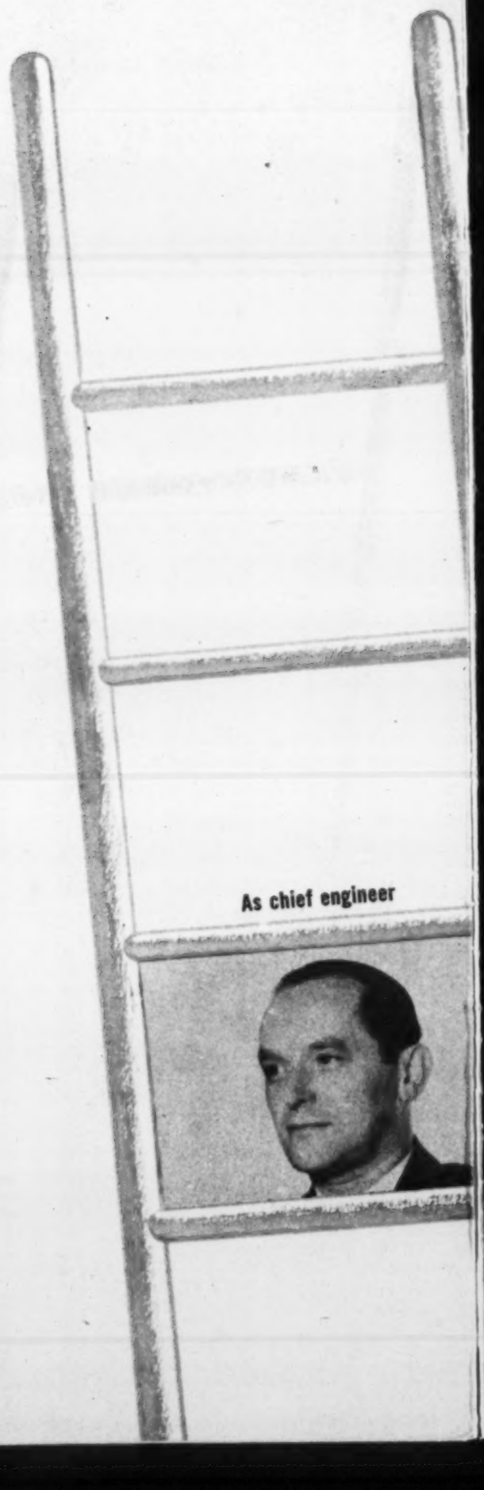
How do you talk to a man to sell him something when he can be working in any or all of the areas of research, design, production and management in the dynamic electronics industry? Obviously you can't follow him unless *he keeps in touch with you.* That's exactly what **electronics'** 52,721 subscribers do. They PAY to read **electronics** because they want and need it in their work. As they progress they voluntarily contact us week in and week out...more than 61,721 changes in titles, addresses, etc. during 1960...and that's where **electronics'** membership in the Audit Bureau of Circulation—where subscribers actually pay—reaps dividends for the advertiser.

Illustrated below are major steps in the career of Mr. Dorman D. Israel, a charter subscriber to **electronics.** Mr. Israel has paid approximately $160.00 to receive **electronics** since it was established in April, 1930. Mr. Israel estimates that he spends between 60 and 100 hours a year studying the pages of the publication. (The average subscriber

he paid to read electronics



Mr. Dorman D. Israel as radio design engineer



As chief engineer

currently spends 5 hours 25 minutes every month.) Mr. Israel has obviously invested a considerable amount of time as well as his money in **electronics** over the past 31 years.

Only paid circulation has the drawing power to keep track of key people in America's most dynamic growth industry. Only **electronics** reaches so deep into the industry. And only **electronics** reaches all four major buying influences in the industry—engineers in research, design, production and management, working in any or all four areas. Place your advertising alongside editorial material for which the buyer has demonstrated a need...in ABC publications such as **electronics.**

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, New York

all the way to the top

As development engineer

As vice president in charge of engineering and production

As Executive Vice President Emerson Radio & Phonograph Corporation

Total Unmeasured	249,635	250,000
Estimated Total Expenditure	5,829,000	4,472,660

MARKETING PERSONNEL

Advertising

Alfred L. Plant, advertising manager
Howard Gersten, assistant advertising manager
David Miller, media manager

Advertising Product Managers

Henry Kornhauser
Mitchill Smith
Edgar Hakim
Richard Frank

Special Marketing Services

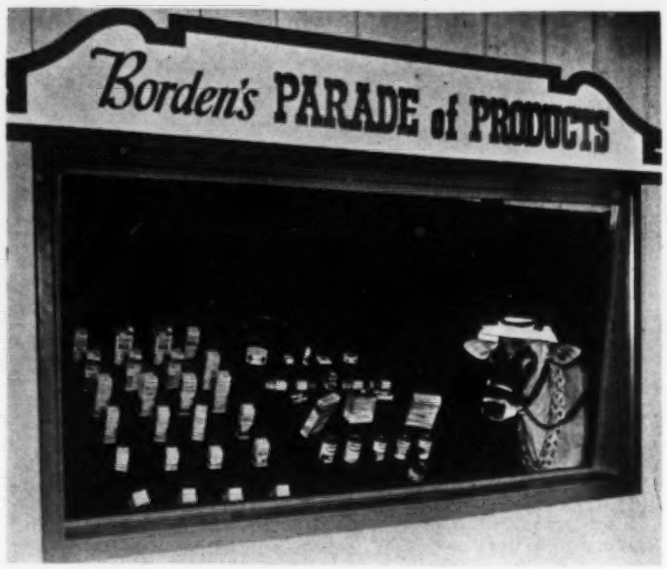
Allen Schwartz, new product development manager
Dr. Stanley Seeman, manager market research department

ADVERTISING AGENCIES

Grey Advertising, New York—Polident, Poli-Grip, Dentu-Creme and Co-re-ga, Sam Dalsimer, vp and management supervisor; Elliot Reed, vp and account supervisor; Harry Weltman, Herb Lieberman, account executives; Keith Adams, Millie Kunda, assistant account executives.

Sullivan, Stauffer, Colwell & Bayles, New York—Green Mint, Nytol and Py-copay toothbrushes. Herbert Vitreol, vp and management supervisor; D. Reynolds Moore, account supervisor; Frank Baker, assistant account executive.

Lawrence C. Gumbinner Advertising, New York—Rem cough medicine, Minipoo and Omega. Hal Braun, account executive.



BORDEN BOVINE—*Wearing the hat and the necklace is Elsie the Cow, currently on display at New York's Freedomland. The Borden Barn at Freedomland also put company's products on display. Some are shown here on twin conveyor belts.*

Borden Co.

	1960	1959
Sales	$956,014,030	$941,326,495
Earnings	26,856,250	25,548,693
Advertising	20,500,000*	20,000,000**

*Estimated by AA
**Revised estimate

Borden Co., New York, second largest dairy manufacturer and spent slightly more on promotion 46th largest national advertiser, in 1960. Its 1959 total, originally estimated at $27,000,000, has been revised on the basis of later information.

While 1960 was the company's best year, "results fell short of the promise of the early months." Borden felt it was nevertheless successful in "minimizing the effects of factors outside our control" in three ways: Rigid controls on costs, aggressive sales work and product development.

Presumably cost controls and changes in marketing strategy hit advertising appropriations. In measured media, where Borden invested more than $12,000,000 in 1959, the 1960 figure slumped off to $7,363,000. Two of its heavily-backed 1959 products, Instant Whipped Potatoes and Starlac non-fat dry milk, were cut by the pruning knife. Where these products were promoted to the tune of $5,100,000 in 1959, they got $1,500,000 last year.

■ Nevertheless, the company's annual report declared that "a full program of promotional activities was carried out in 1960 and will be continued in 1961." In 1959, when Borden's advertising investment was "substantially higher" than that of any previous year, it was planned "to broaden the advertising program" in 1960. The aim was to make it "more flexible and increase its total impact to provide forceful backing for both new and long-established products." Borden added that 1960 promotion plans called for expenditures "at levels approximating those of 1959, when special campaigns introducing new products required substantial sums."

In its 1960 annual report, Borden said its sales increased 1.6% and its earnings advanced 5.1% to achieve record levels. However, the company figured its rate of increase had been slowed by three factors: Unseasonable weather that affected sales of some principal food products, a slowdown toward the year-end in some segments of the chemical industry and a continued trend to wholesale from retail milk sales. Sales for the first half of 1961 were up 2.7% to $484,075,399, and earnings were ahead 2.9%, to $13,781,302.

"We are still primarily a dairy company, benefiting from the basic strength and steady growth the dairy industry enjoys," the company told stockholders. "Dairy products will certainly be the foundation of Borden's business for many years to come. But we are giving greater emphasis to specialty products and convenience items and to chemicals, which normally bring higher rates of return on sales."

In this connection, the company mentioned its joint venture with United States Rubber in Monochem Inc., started in May, 1960. This move "sets a new course for us in three respects: it establishes Borden's as a producer of basic chemical materials; it is our first domestic joint venture, associating us with a corporation of substance in a project that would not be economically feasible for either partner alone; and it is our largest single undertaking to date." Monochem will "construct a major chemical unit for the conversion of hydrocarbons into acetylene and vinyl chloride monomer."

■ In 1960 Borden's Milk & Ice Cream Co., introduced Borden's Ready Diet, a metered calorie liquid dairy product, "the first marketed by a national company." Also introduced were a half dozen new ice cream flavors; a new line of cartons for ice milk; and, in regional areas, a variety of sour cream dips, a fruit-flavored cottage cheese, and new flavors of malted milk shakes.

Borden Chemical Co. introduced two new consumer items. These were Elmer's Epoxy resin, a new-type adhesive, and Elmer's Floor Grip, a non-skid backing for rugs. Borden Foods Co. marketed Clams a la King (a product of F. H. Snow Canning Co.), and a cream cheese with lobster and clam. It also put out whipped cream cheese in "table-ready" plastic dishes; a new gelatin salad—spiced pear—was added.

Starlac was introduced in a 20-quart canister on the west coast; four cheese spreads were marketing in 8-ounce re-usable glasses; and four varieties of processed cheese were sold in 16-slice family-size packages. All these were "in recognition of the trend toward larger consumer packages." Borden Special Products Co. introduced Marcelle roll-on deodorant and Methakote, a pediatric ointment.

Borden also reported that in 1960 its market research and consumer testing were "intensified"—to measure the volume potential of its new products and their degree of consumer acceptance prior to general introduction. "These two areas will be given increased attention in 1961," the company added.

■ The company's 1961 advertising plans call for extensive use of magazines and outdoor boards for milk and ice cream products. Promotion of Borden's principal food products, it was said, will be concentrated in print media, supplemented by local newspaper advertising. This program would parallel 1960 spending, when newspapers and magazines got more than $4,400,000 and the outdoor medium got $1,325,533 of the $7,363,500 Borden put into measured media. In 1959, Borden was heaviest in newspapers ($3,799,166 of a $12,002,475 measured media budget), but it also spent a good portion of its money in broadcast ($2,824,470 in spot tv and $1,626,436 in network tv).

On the sales promotion side, Borden set up an Elsie the Cow exhibit at Freedomland, a New York entertainment center. The exhibit attracted more than 1,000,000 visitors last summer, 72% of total park attendance. Borden has also made plans to participate in the New York World's Fair in 1964-65. It was at the 1939-40 World's Fair in New York that Elsie was introduced.

A new international division of the Borden Foods Co. was formed last year. Wyler & Co., manufacturer of dehydrated food products, joined Borden's. Wyler makes and markets dry soup mixes, instant bouillon and bouillon cubes, vegetable flakes, and lemonade and orange drink mixes.

■ The company's unconsolidated foreign subsidiaries had sales of $76,064,502 last year, compared with $70,626,961 in 1959. Borden's equity in their earnings was $5,011,247, compared with $3,775,960 in 1959. Borden formed its 11th foreign chemical subsidiary last year, the Borden Chemical Co. (France) S. A., and observed: "This marks our entry into the European Common Market with chemicals." With British Industrial Plastics, Borden formed a Mexican company to produce amino molding compounds. Borden's partly-owned subsidiary in Australia, Swift & Borden Chemical, was building a formaldehyde plant. Powdered milk was said to be the principal product of Borden's international food business.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers ....$	1,756,511	$ 3,799,166
Magazines	2,716,266	1,565,026
Farm Publications	17,890	11,131
Business Publications	130,000	100,000
Spot Television	803,380	2,824,470
Network Television	613,920	1,626,436
Outdoor	1,325,533	1,176,246
Spot Radio	——	900,000
Total Measured	7,363,500	12,002,475
Total Unmeasured	13,136,500	8,000,000
Estimated Total Expenditure	20,500,000	20,002,475*

***Revised from AA's original estimate last year of $27,000,000.**

MARKETING PERSONNEL

Milton Fairman, assistant vp, public relations director and advertising coordinator (Borden Co.)
Robert E. Kahl, director of marketing services (Borden Co.)
William H. Martin, marketing research manager (Borden Co.)
William B. Campbell, director of advertising (Borden's Milk & Ice Cream Co.)
Ralph M. Watts, vp, product marketing (Borden Foods Co.)
Paul L. Gabriel, director of advertising and promotion services (Borden Foods Co.)
L. George Hoth, director of advertising and sales promotion (Borden Chemical Co.)
Martin F. Cody, merchandising manager, consumer products department (Borden Chemical Co.)
William G. Gordon, advertising manager, pharmaceutical division—including Marcelle cosmetics (Borden Special Products Co.)

ADVERTISING AGENCIES

Young & Rubicam, New York—fluid milk and ice cream—Tom Hubbard, account supervisor. Cheese and allied products, evaporated milk, Eagle brand condensed milk, mince meat, malted milks, Hemo and industrial and institutional products—George Dippy, supervisor; Gil McDonald and Jack Thorpe, account supervisors. Dutch chocolate—Dave Salembrier, account supervisor. Instant whipped potatoes—Gus Supplee, account supervisor.

Doherty, Clifford, Steers & Shenfield, New York—Borden's instant coffee—Phil Brooks, account supervisor; Pioneer Ice Cream division—Don Clifford, account supervisor.

Fuller & Smith & Ross, New York—chemical division—George Lyon, account executive.

Paul Klemtner & Co., Newark—pharmaceuticals and nutritionals—Herbert Freet, account supervisor.

Wexton Co., New York—Marcelle cosmetics—Edward Greenberg, account executive.

Dancer-Fitzgerald-Sample, New York—Starlac—Chet Birch, acount executive.

Vanguard Advertising, New York—feed supplements—Rodney Mutch, account executive.

Daniel F. Sullivan Co., Boston—Snow Canning Co., Robert N. Sullivan, account executive.

Campbell-Ewald, New York—Wyler Co.

William C. Kamp Co., Lancaster, Pa.—Brandywine Mushroom Co., William C. Kamp, account executive.

McCann-Marschalk, Cleveland and Columbus—Columbus coated fabrics—William Sansing, account executive (Cleveland). John Ribbing, account executive (Columbus).

Bristol-Myers Co.

	1960	1959
Sales	$146,716,017	$131,544,253
Earnings	10,768,350	8,889,342
Advertising	40,000,000*	38,000,000*

*Estimated by AA

Bristol-Myers Co., New York, the 13th largest national advertiser, is estimated to have increased its advertising expenditure to $40,000,000 last year.

The company again increased its television (network and spot) outlay, this time to nearly $21,000,000. But it sharply shifted its emphasis within tv in the past three years: Network appropriations dropped from $16,072,802 in 1958 to $12,616,707 in 1959 and to $10,747,288 in 1960. Meanwhile, spot television was jumping from $2,845,570 in 1958, to $7,744,650 in 1959, to $10,169,560 last year.

Magazines got considerably increased backing from the company, moving from $4,376,978 in 1958 to $4,631,454 in 1959 to $6,255,306 last year. Spot radio, a medium that got $1,700,000 in 1958 and $1,900,000 in 1959, did not make the Bristol-Myers budget list last year.

■ In its annual report, Bristol-Myers acknowledged that its promotional expenditures in television reached a new high in 1960, and added that "programs such as "Candid Camera," "Peter Gunn" and "I've Got a Secret," together with strategically selected spot commercials, served to make the brands of the products division, Clairol and Grove Laboratories, "household words across the nation."

The three divisions—Bristol-Myers Products, Grove Laboratories and Clairol—account for most of the company's advertising. Last year, AA estimated the ratio of advertising to sales in these divisions at 40%. The over-all company ratio was put at about 30%. Bristol-Myers' estimated advertising costs of $40,000,000 in

BIG RUN PUBLICATION PROBLEM?

Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager.

CALL CAREY

CHickering 4-1000
CAREY PRESS CORP.
Our 67th Year
406 W. 31 St., N. Y. 1

ARE YOU MISSING? THIS HIGHEST-QUALITY MARKET OF ALL ?

OTHERS AREN'T

YACHTING led all consumer monthlies* in total advertising pages for the first 6 months of 1961.

QUALITY CHARACTERISTICS

YACHTING readers are club members (82%), predominantly professional people and executives whose average annual income is $17,774, median income $14,360. 83% are home-owners, over 60% own at least 2 cars, 95% own a yacht, and 85% travel abroad (mostly first class). And they entertain a lot — at home, on board, at the club.

CONCLUSION: If yours is a quality product or service, it belongs in YACHTING.

FOR ADDITIONAL INFORMATION— or to place your space order — write, or call collect, Bob Bavier.

Fortune was second. We recommend it too!

Yachting
POWER AND SAIL

YACHTING PUBLISHING CORP.
205 E. 42 ST., N. Y. 17, N. Y.
MURRAY HILL 9-0715

a growing MARKET DELIVERED

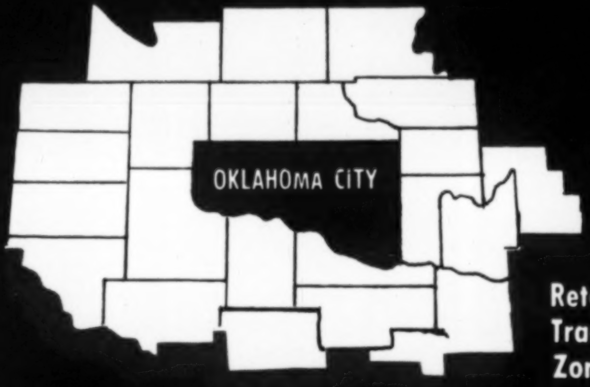
It's the MARKET DELIVERED that counts! No matter the size of a metropolitan area or state, it's the number of potential customers you can reach with your message that counts. That's the **market delivered.**

The Sunday Oklahoman reaches more families than any other newspaper in the Southwest. It covers 71% of all the urban households in Oklahoma City's retail trading zone, 65% in the 58-county Greater Oklahoma City Market.

The Sunday Oklahoman covers 71% of the urban households in the Oklahoma City Retail Trading Zone . . . 65% in the Greater Oklahoma City Marketing Area.

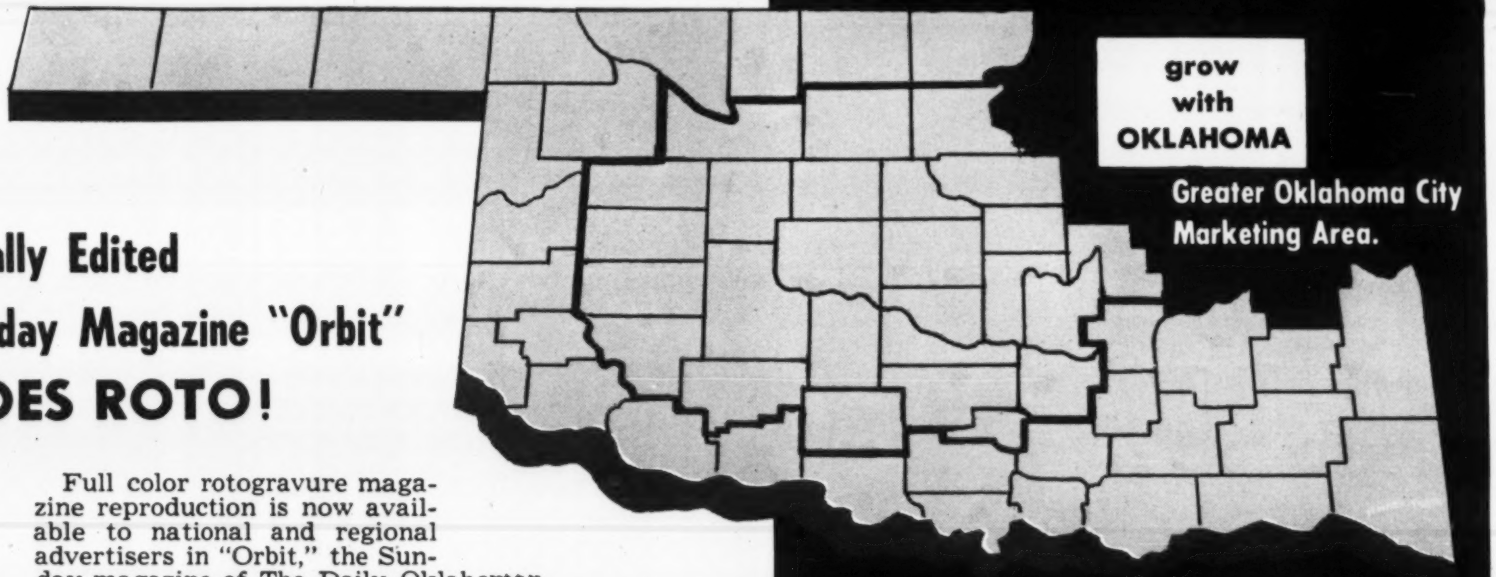
	A.B.C. Retail Trading Zone 26 Counties		Greater Okla. City Market 58 Counties	
		% of State		% of State
Population	1,095,773	47.1%	1,561,974	67.1%
Households	334,096	45.5%	484,494	66.0%
Total Retail	$1,251,649,000	48.7%	$1,704,164,000	66.4%
Food Sales	292,435,000	46.8%	404,815,000	64.7%
Drug Sales	51,272,000	49.4%	68,961,000	66.5%
Automotive	262,571,000	49.7%	359,894,000	68.1%

Sources: Population and Households—1960 US Census;
Sales from SRDS Consumer Market Data.



Retail Trading Zone

Food Sales Up 22% since 1954 Census of Business



Greater Oklahoma City Marketing Area.

Locally Edited Sunday Magazine "Orbit" GOES ROTO!

Full color rotogravure magazine reproduction is now available to national and regional advertisers in "Orbit," the Sunday magazine of The Daily Oklahoman.

Since 1948, this locally edited Sunday magazine, locally printed by letterpress, has been a top reader attraction throughout Oklahoma. In its new dress . . . dynamic fresh, sparkling in magnificent colorgravure . . . it will be a completely different Sunday magazine for Oklahoma and a better-than-ever climate for advertising.

Largest Sunday Circulation in the Southwest

254,526

Six months average, A.B.C. March 30, 1961

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company
Represented by The Katz Agency

1960 would come out to about 27.5% of its sales last year.

■ Bristol-Myers' sales rose 11.5% to $146,716,000 in 1960, the seventh consecutive yearly increase. "Major factors in producing this result were the growth of the Clairol business, which was acquired in 1959; the inclusion of a full year of Clairol operations—as compared with eight and a half months in 1959; and also a further rise in sales of Bristol Laboratories," the company said in its annual report. "The latter reflected a full year's sales of Syncillin, the world's first synthetic penicillin developed by Bristol in collaboration with Beecham Research Laboratories Ltd. of England, and the introduction of Staphcillin, another new synthetic penicillin, which has proven highly effective against resistant staphylococci infections."

Bristol-Myers' earnings rose 21% to $10,768,350 last year. Earnings in the first half of 1961 were $5,331,909.

Proprietary preparations last year accounted for 76% of B-M's net sales; prescription drugs 22% and all others 2%. "In the highly competitive markets in which the company operates," the company commented, "progress requires ever greater effort and expenditures in research. Last year, the company's investment in research and development programs exceeded $6,500,000—an increase of 80% over the amount expended for this purpose just five years ago." Such research led to Staphcillin, several "promising" proprietary items now in test with the products division and Grove Laboratories in regional markets, and Lady Clairol Ultra Blue and Loving Care, new additions to the Clairol line of hair coloring products.

The products division last year brought out and test-marketed Tandem, a two-step shampoo packed in a dual cavity bottle, and Count Four, a stomach remedy. Grove Laboratories test-marketed three products: An improved Bromo-Quinine; Shut Eye, a new sleep-inducing tablet; and Assure, for relief of menstrual pain and tension. It introduced on a national basis 4-Way cold tablets with decongestant action. It also came up with a more effective formulation of Minit-Rub.

■ Bristol-Myers' most-advertised product continued to be Bufferin, which was backed by $5,399,527 in network television and $3,147,710 in spot tv in 1960. Another heavily-promoted brand in these media last year was Vitalis hair tonic ($1,016,070 in spot, $1,011,908 in network). Miss Clairol Color Bath was pushed with $713,860 in network tv, $685,817 in newspapers and $1,142,996 in magazines. Ipana spent $1,590,460 in network tv, $814,976 in magazines and $650,860 in spot tv. Deodorants again got good play last year: Ban was a $1,702,943 spender in network television; Trig put $697,282 in magazines, and Mum $679,223 in magazines.

Bufferin probably still trailed Anacin and Bayer aspirin in 1960 in share-of-market. Bufferin, at nearly 17%, was behind Bayer's almost 19%, and Anacin's better than 21%. Bristol-Myers' deodorants (Ban, Mum, Trig) probably continued to combine to give the company the largest single share-of-market in this field, something in the neighborhood of 25%.

In the advertising sphere, Bufferin began using a new approach early in 1960, this one centering on the use of the brand for relief of tension headaches. The campaign resulted from research indicating that more people attributed headaches to tension than to any other single cause. This spring, Bufferin started testing newspapers, using eight columns of varied lengths across the page. At the end of 1960, Ban moved to a "take the worry out of being close" theme. Bristol-Myers was cosponsor of the Johansson-Patterson heavy-weight championship fight in June, 1960, paying half of a total tab of $250,000 and getting six minutes of commercial time. In July, the advertiser bought a one-sixth participation in the Presidential conventions and election coverage. In September Ipana came out as the new "germ-killing" Ipana with hexachlorophene—and a newly designed package.

In March, this year, after being cited—along with others—by the Federal Trade Commission for alleged misleading advertising for Bufferin, Bristol-Myers said that "clinical research over more than ten years . . . proves the reliability of our basic advertising claims, and the care we have taken to offer the public a product of the highest quality and effectiveness."

In its annual report, the company said that the hearings of the Kefauver subcommittee, "as reported in the press" in 1960 "presented a distorted and highly misleading portrayal of prices and profits in the pharmaceutical industry." With its report, B-M included a booklet titled, "The Picture of Health," so that stockholders could "know the facts behind the headlines."

■ Last September, the company's Bristol Laboratories named Sproul & Associates to handle advertising for its new Staphcillin. In March, this year, Bristol Labs replaced Sproul with Sudler & Hennessey, and moved Staphcillin and other new products to Burdick & Becker. Bristol was reported to be spending about $2,000,000 in advertising this year, with Burdick & Becker handling about 60% of the billings. Later, Sudler & Hennessey was named to handle all advertising for Bristol Laboratories products. Edward Gelsthorpe left his spot as vp and director of marketing of the products division and became vp for marketing of Liebmann Breweries.

Foreign operations of Bristol-Myers last year resulted in sales of $31,748,937 and income, of $2,126,802. Bristol-Myers Co. Ltd. increased its plant in England, and in Venezuela the company there became a full operating subsidiary.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,785,538	$ 909,483
Magazines	6,255,306	4,631,454
Farm Publications	14,472	———
Business Publications	165,800	———
Spot Television	10,169,560	7,744,650
Network Television	10,747,288	12,616,707
Outdoor	25,600	———
Spot Radio	———	1,900,000
Total Measured	29,163,564	27,943,794
Total Unmeasured	10,836,436	10,056,206
Estimated Total Expenditure	40,000,000	38,000,000

BRISTOL-MYERS PRODUCTS DIVISION

MARKETING PERSONNEL

Myers B. Cather, exec vp
F. Harry Fletcher, vp and sales director
Alfred A. Whittaker, vp and advertising director
Richard K. Van Nostrand, assistant vp and product group supervisor, new products
John P. Kennedy, product group supervisor, Bufferin, Mum, Vitalis, Trushay, Trig
Edmund W. Morris, product group supervisor, Ipana, Ipana Touch-n-Brush, Ban, Sal Hepatica
N. M. Evans, product manager, Bufferin
Jack S. Morgan, product manager, Ipana
Sanford G. Lunt, assistant product manager, Ipana
Michael K. Doherty, product manager, Ban, Sal Hepatica
Clayton J. Rohrbach, product manager, Mum, Trushay, Theraderm
R. R. Randall, assistant product manager, Bufferin
John R. Cookson, product manager, Vitalis, Vitalis Hair Cream, Trig
Joseph Kelnberger, product manager, new products
Edmund J. Lange Jr., product manager, new products
Robert M. Watkins, product manager, new products

Advertising

John H. Tyner, advertising coordinator, television
Roger C. Whitman, advertising coordinator, radio and print

Sales

Frank R. Hale, assistant vp and director of trade relations
Robert O. Slaughter, field sales manager
John M. Eastman, manager, wholesaler sales
William A. Fox, food store sales manager
Irving J. Newfield, manager, special sales
Jacob Bauer, executive assistant-sales
Charles R. Allen, eastern sales manager
Howard McCook, east central sales manager
Carl W. Sherer, mid-Atlantic sales manager
H. Noel Ballew, midwestern sales manager
Richard J. Caldwell, southern sales manager
Robert R. Alexander, west central sales manager
Duane E. Anderson, southwestern sales manager
George A. Lee, western sales manager
Burton Riordan, west region sales manager
Walter McCurdy, merchandising manager
Ira Durlach, assistant merchandising manager
George Evans, assistant merchandising manager

Product Development

John J. Clarey, vp and director
Dr. P. D. Orahovats, assistant director

Public Relations

Lee H. Bristol Jr., director of public relations, products division
George N. Burleigh, assistant director of public relations, products division
Catherine Ready, director of health and beauty services

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Trig, Trushay, new products. William O'Donnell, management supervisor; John Leonard, account supervisor; Charles O'Rourke, account executive, Trig and Trushay. Don Hall, account executive, new products.

Doherty, Clifford, Steers & Shenfield, New York—Ipana, Ipana Plus, Ipana Touch-n-Brush, Theraderm, Vitalis, Mum, new products. Harry M. Ireland, management supervisor; Dean Van Nest, account executive, Ipana, Ipana Plus, Ipana Touch-n-Brush, Theraderm; Robert Finnie, account executive, Vitalis; George T. Byers, account executive, Mum; Charles A. Winchester, account executive, new products.

Ogilvy, Benson & Mather, New York—Ban, new products. James McCaffrey, management supervisor; William Weed, account executive, Ban; Norman Peterzell, account executive, new products.

Young & Rubicam, New York—Bufferin, Sal Hepatica, new products. Robert B. Osburn, account supervisor; E. B. Van Winkle, account supervisor, new products; William Bortree, account executive, Sal Hepatica; James Cameron, account executive, Bufferin; Gary Andrews, account executive, Bufferin; Robert E. Perkins, account executive, Bufferin; S. Brady Brown, Thomas Knight, Eugene J. Reilly, account executives, new products.

GROVE LABORATORIES

MARKETING PERSONNEL

Gene K. Foss, marketing vp
Lawrence A. Dunn, special sales manager
James Blair, new products coordinator

Advertising

Reginald W. Testement, advertising manager
Charles Howell, product advertising assistant, 4-Way, Minit-Rub, NoDoz
Ernest Kurtz, product advertising assistant, Fitch, new products coordinator
Ralph Greb, product advertising assistant, Pazo, Ammens, Bromo Quinine

Sales

Max C. Sisk, assistant vp and field sales manager
John P. Farrell, merchandising manager
Bob Thompson, assistant to sales manager

Market Research

John Richardson, market research manager

ADVERTISING AGENCIES

Gardner Advertising Co., St. Louis—Bromo Quinine, Pazo, NoDoz, Dave Ferriss, account supervisor; Charles Butler, account executive.

Donahue & Coe (formerly Cohen & Aleshire)—New York—4-Way cold medication, Fitch dandruff remover shampoo, Frank Brady, account supervisor; Dean Sheffer, account executive.

Doherty, Clifford, Steers & Shenfield, New York—Minit-Rub, Ammens, medicated powder. Robert Curtis, account supervisor; Kenneth W. Price, account executive.

BRISTOL LABORATORIES ETHICAL DRUG DIVISION

MARKETING PERSONNEL

Thomas E. Watson, vp and marketing director
Roland H. Noel, advertising and sales promotion manager

ADVERTISING AGENCY

Sudler & Hennessey, New York—Matthew J. Hennessey, account supervisor; Walter K. Wilkins, account executive. Kantrex, Naldecon, Saluron, Salutensin, Syncillin, Tetrex, Azotrex, Syndecon, Syntetrin.

CLAIROL INC.

MARKETING PERSONNEL

L. M. Gelb, chairman
Richard L. Gelb, president
Bruce S. Gelb, vp, marketing
William R. Tierney, vp, sales
John D. Mack, advertising manager
Jack Shor, merchandising and public relations

ADVERTISING AGENCIES

Foote, Cone & Belding, New York—Lady Clairol, Miss Clairol, Come-Alive Gray, Vitapoint, Loving Care, Silk 'n Silver, Hair-So-New, Ultra Blue, Pure White, Condition, Clairolite—Frank K. Mayers, account supervisor; David W. Hannegan, account executive, Miss Clairol, Hair-So-New, Silk 'n Silver. Robert F. Weltzien, account executive, Lady Clairol, Clairol (Canada), Ultra Blue. Donn C. Dolan, account executive, Loving Care, Vitapoint, Come-Alive Gray. Roger Creelman, account executive, Pure White, Condition, Clairolite.

Doyle Dane Bernbach, New York—Clairol Creme Toners, new products—Edward T. Russell, account supervisor; Carl Seiffer, account executive.

Brown & Williamson Tobacco Corp.

	1960	1959
Sales	$485,000,000*	$450,000,000*
Advertising	31,000,000*	28,000,000*

*Estimated by AA

Brown & Williamson Tobacco Corp., Louisville, the 23rd largest national advertiser, is estimated by ADVERTISING AGE to have invested $31,000,000 in advertising in 1960, up 11% from $28,000,000 in 1959.

The company, a wholly-owned subsidiary of British-American Tobacco Co., London, does not release sales figures. However, on the basis of unit sales figures for cigarets, the company is estimated to have had sales of about $485,000,000 in 1960, up 7.7% from $450,000,000 in 1959.

■ As in 1959, Brown & Williamson ranked fifth in cigaret sales among the six major U.S. cigaret companies. Total cigaret sales were 48.8 billion in 1960, compared with 45.3 billion in 1959, according to *Business Week*. The company increased its share of the market to about 10% in 1960 from about 9% in 1959.

Don't smoke another cigarette until you learn what VICEROY'S Deep Weave Filter can do for your taste!
VICEROY
Only VICEROY'S Got It...At Both Ends!
GOT THE FILTER...GOT THE BLEND

BIG SELLER—*Viceroy, top-selling cigaret of Brown & Williamson, ranked tenth in the nation last year in sales, backed by a $10,540,000 ad expenditure, including newspaper ads like this.*

Brown & Williamson has eight established cigaret brands. These are:

Viceroy, the company's top-selling cigaret, was tenth among all cigarets in 1960, according to *Business Week*, and fifth among king-size filters. The company spent an estimated $10,540,000 in promoting this brand in 1960.

Kool, B&W's first popular menthol brand and one of the first in the market, ranks 11th among all cigarets in combined sales of its regular and king-size filter types. Sales were up a reported 8.1% in 1960 over 1959. The company invested an estimated $4,061,000 in advertising for this brand during 1960.

Raleigh, in both plain end and filter tip, is the 16th largest selling cigaret. It is Brown & Williamson's fastest growing brand, with sales up a reported 12.5% in 1960, with increases continuing in 1961. Raleigh is a heavy user of premiums, providing merchandise for smokers who save and redeem Raleigh coupons. Raleigh distributes about $8,000,000 in merchandise annually, at retail value. This figure is not included in the estimate for Raleigh's advertising, which ran about $3,100,000 in 1960.

Belair is a new menthol cigaret with a recessed filter which the company introduced in 1960. Sales reportedly topped the 1 billion mark before the end of the first 12 months after introduction. During the introductory year, approximately $4,681,000 was spent on the advertising of this new brand.

Kentucky Kings, the first cigaret with all-tobacco filter, was introduced in July, 1960, and accounted for a reported 1.2 billion units in its first half year. About $5,363,000 in advertising went into this new brand during that period.

DuMaurier, a filter cigaret in the luxury class, sold in a flat cardboard package, held steady in sales from 1959 to 1960. Recently a recessed filter was substituted on this product, and it was repackaged in a "shell and slide" box. Advertising on this brand is meager. It ran about $6,200 during 1960.

Life is the company's high filtration cigaret. Advertising for it ran about $2,635,000 during 1960.

Wings, a king-size brand that sells for three to four cents less than the popular-price brands, enjoys consumer loyalty in some sections of the country, especially California. No regular advertising is done. The brand was recently repackaged.

■ Other advertised products of Brown & Williamson include Sir Walter Raleigh smoking tobacco, one of the leading pipe tobaccos, which enjoyed a reported 10% sales increase in 1960, compared with a fraction of 1% for the total smoking tobacco market, and Tube Rose snuff, a product which also showed greater gains than its competitors in 1960.

Brown & Williamson also makes Bugler, Target and Kite "long-cut" cigaret tobaccos for the roll-your-own market, in which the company has been a pioneer. It claims to have about 90% of the total roll-your-own market.

Other products are Old North State and Golden Grain granulated tobaccos and Bloodhound and B&W Sun Cured plug chewing tobaccos.

■ Starting in the fall of 1961, Brown & Williamson, which is currently putting more than 80% of its ad budget in television, will sponsor participations in five ABC-TV shows ("Naked City," "Surfside Six," "Bus Stop," "New Breed," "Make That Spare"); two CBS-TV shows ("Bob Cummings," "The Defenders") and the new NBC-TV hour show, "Robert Taylor's Detectives."

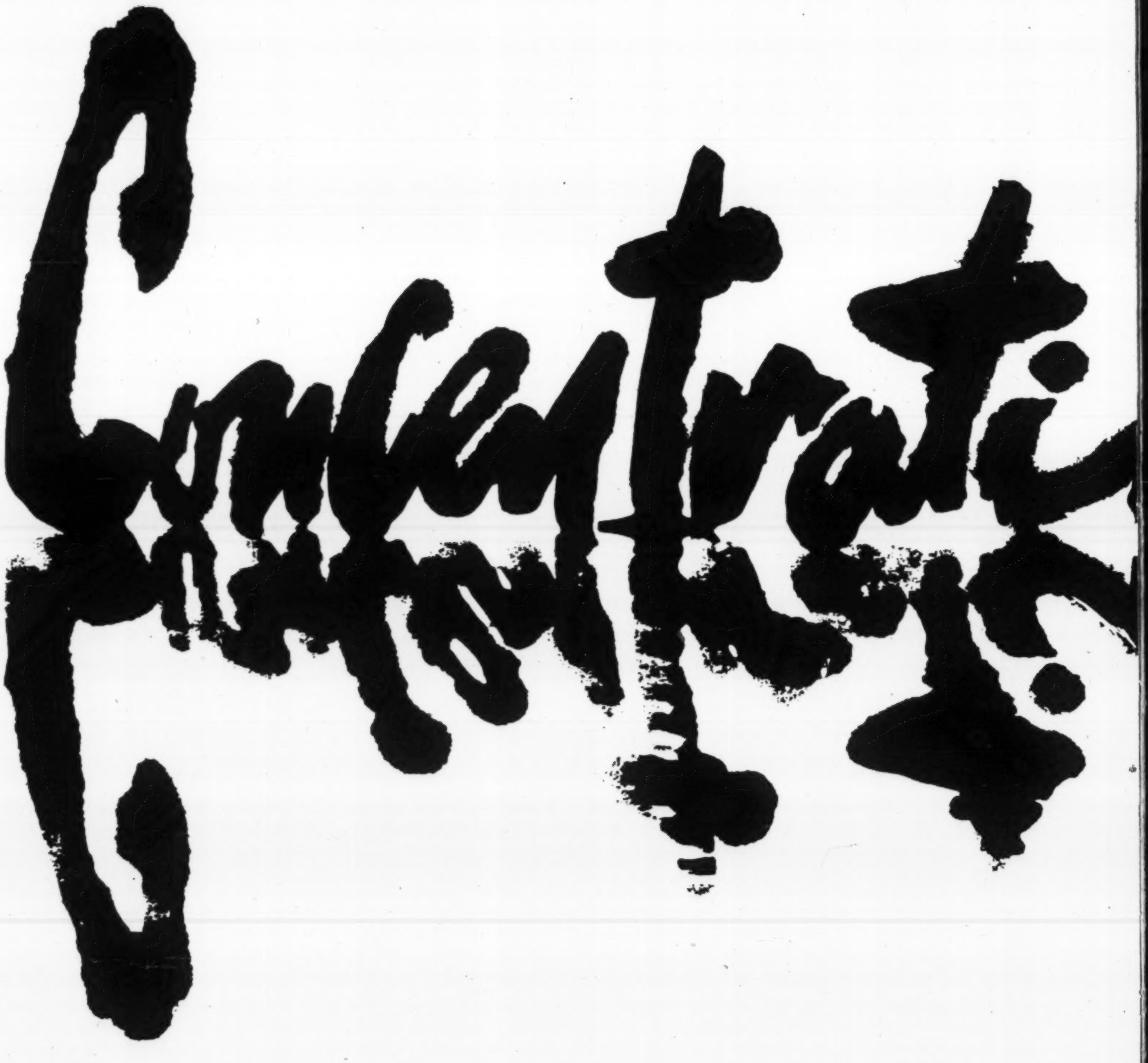
The company made news in the advertising field late last year when one of its agencies, Ted Bates & Co., sent a letter to about 400 newspapers inquiring whether

YOUNG ADULTS:
BUY MORE SMALL APPLIANCES
BUY MORE BIG APPLIANCES
BUY MORE EVERYTHING

Here's how to spend your ad dollars where they do the most good. Buy "BREAKFAST CLUB," NEWS, "FLAIR," SPORTS or SPECIAL EVENTS on ABC RADIO. You'll sell the young adult. You'll sell the consumer who buys more of almost everything. For example, Federal Reserve Board Statistics show that during 1960, young adults (18-44) have bought *59% of all refrigerators;* have bought *62% of all washers;* have bought *60% of all TV sets.* But whether it's phonographs or food, automobiles or aspirin, you can bet that young adults buy more for themselves and their families. If you want to reach them, your best bet is ABC Radio — first with young adults.

ABC RADIO

FIRST WITH YOUNG ADULTS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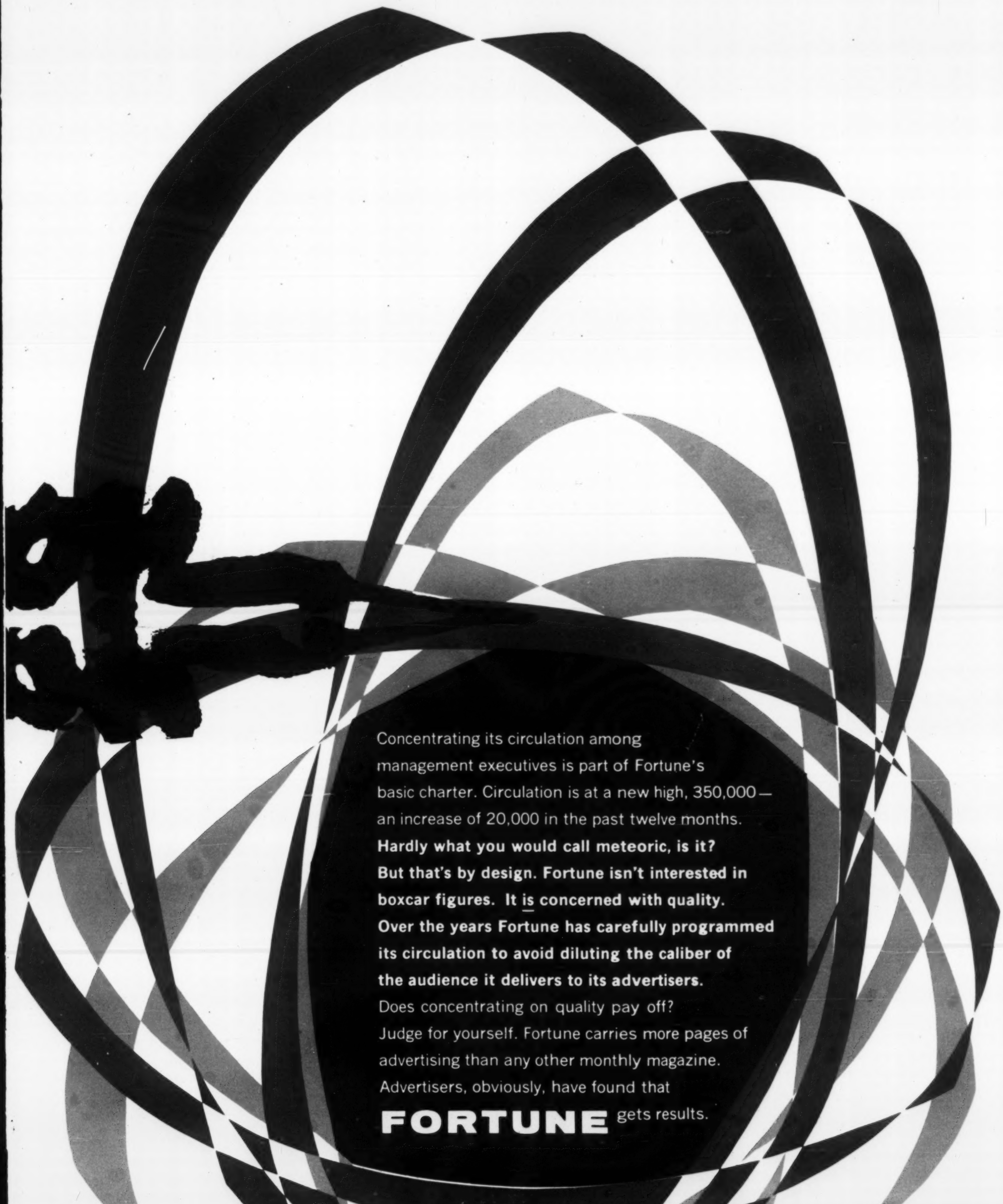


Concentrating its circulation among management executives is part of Fortune's basic charter. Circulation is at a new high, 350,000—an increase of 20,000 in the past twelve months. **Hardly what you would call meteoric, is it? But that's by design. Fortune isn't interested in boxcar figures. It is concerned with quality. Over the years Fortune has carefully programmed its circulation to avoid diluting the caliber of the audience it delivers to its advertisers.** Does concentrating on quality pay off? Judge for yourself. Fortune carries more pages of advertising than any other monthly magazine. Advertisers, obviously, have found that

FORTUNE gets results.

they might be able to provide a frequency discount of about 15%, as offered in other media like tv and magazines, for a Brown & Williamson campaign which would consist of 26 1,000-line b&w and/or two-color daily r.o.p. insertions. Early this year the agency reported that about 100 dailies had indicated a willingness to go along with the request for a discount.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 4,316,227	$ 2,063,356
Magazines	422,971	1,619,203
Farm Publications	4,410	11,255
Network Television	12,533,149	8,592,953
Spot Television	7,786,200	9,252,640
Outdoor	———	25,881
Total Measured	25,062,957	21,565,288
Total Unmeasured	5,937,043	6,434,712
Estimated Total Expenditures	31,000,000	28,000,000

MARKETING PERSONNEL

Joseph G. Crume, vp and director of sales

James C. Goodson, vp and director of sales administration

John W. Burgard, vp and director of advertising

Clyde E. McDannald, executive assistant to advertising vp

Arthur C. Ericksen, assistant for radio and television

ADVERTISING AGENCIES

Ted Bates & Co., New York—Kool, Viceroy, Life, Belair, Kentucky Kings and DuMaurier cigarets, Tube Rose snuff—Archibald M. Foster, senior vp and group head; Howard Black, senior vp and group supervisor-staff; Bruce Crawford, vp and account supervisor, Kentucky Kings, Tube Rose snuff, DuMaurier and Life; John Doherty, vp and account supervisor, Kool and Belair; Edward Lonergan, account executive, Kool and Belair; Robert Long, account executive, Viceroy; Alan B. Miller Jr., vp and account supervisor, corporate, overseas and trade; Jack Ringstad, account executive, corporate, overseas and trade; Albert W. Reibling, vp and account supervisor, budget control-all brand, broadcast administration-all brands; George Norris, account supervisor, Viceroy.

Keyes, Madden & Jones, Chicago—Raleigh cigarets and Sir Walter Raleigh smoking tobacco—Freeman Keyes, account supervisor; Fred Willson and Clyde W. Nelson, account executives.

California Packing Corp.

	1960	1959
Sales	$358,165,154	$352,534,506
Earnings	15,684,506	14,530,177
Advertising	7,013,200	5,804,200

California Packing Corp., San Francisco, the world's largest packer and distributor of canned fruits and vegetables, was the nation's 97th largest national advertiser in 1960, with a total ad investment of $7,013,200, up 20% from 1959.

During the year, Calpak sales of its pack of canned fruits, vegetables and other foods—marketed principally under the Del Monte brand—were up moderately (1.6%), but set a new record for the ninth consecutive year. Earnings were $15,684,506, an increase of 7.94% over the previous year, and set an all-time high for earnings from all operations. The increase in earnings was credited to general improvement in margins on canned vegetables and to careful cost control.

In the 1961 fiscal first quarter, sales rose 3% over the previous first quarter.

Under the Del Monte label, Calpak puts out more than 100 different items, including juices and fruit drinks, dried fruits, canned fish and a line of food specialties such as catsup, coffee, pickle products, chili sauce and canned tomato products. The bulk of the company's advertising, however, is for a dozen or so leading sellers, such as canned vegetables, juice drinks, fruit cocktail, peaches, pineapple, catsup and dried fruits.

The year saw no significant changes in Calpak's marketing strategy, nor in its agency affiliation. A major new product introduced nationally was a pineapple-orange drink, while a canned squash product, Italienne Zucchini, was brought out in test markets.

For boy-oh-boy 'burgers, there's nothing like
the liveliest—Del Monte Catsup

BIG SELLER—*California Packing Co., whose Del Monte catsup is a strong second behind Heinz, uses magazine color pages like this in the battle for the top spot.*

Competitively, Calpak maintained its No. 1 share of market with its pineapple-grapefruit juice drink, a consistent leader since its introduction in 1955 with "well over" 50% share of the total market in 1960. Del Monte fruit cocktail, also a consistent best seller, maintained first market place with over 25% of the total market. Del Monte canned peaches and canned peas are also No. 1 sellers as is Del Monte cream-style corn. The brand maintains second position (behind Green Giant) in the whole kernel market, and the company claims "strong second" in the catsup market as well, trailing Heinz.

Calpak continued to stress magazines in 1960, boosting magazine expenditures 25% to $3,000,000. Taking the biggest share were Del Monte canned fruits and juices, for which $1,158,326 was put into magazines, up 53% from $755,250 in 1959, and Del Monte vegetables, which got $875,808, up 46% from $598,237 in 1959. Other Del Monte expenditures (with 1959 totals in parentheses): catsup $636,124 ($478,762), foods $213,288 ($153,260), dried fruits $128,600 ($148,721) and juices $44,600 ($266,164).

Second biggest medium was newspapers, which held about even with $1,100,000. Switching major emphasis from fruits and juices to vegetables, the Del Monte brand got $580,613 for vegetables, up from $310,825 in 1959, and cut back on fruits and juices to $418,040 from $596,607 in 1959. Newspaper expenditures for catsup were $168,949, up from $114,247 in '59.

■ Calpak's on-again-off-again network television schedule included partial sponsorship of the "Riverboat" and "Laramie" shows on NBC-TV. In recent years, the company has dropped network tv for a season, then picked up a few shows, then dropped the medium again. Current plans call for another cutback in favor of concentration in magazines. Spot tv, which got a modest budget of about $300,000 in 1959, was doubled by Calpak to $600,000 in '60. The company also increased expenditures for farm publications, business papers, spot radio and point of sale, while cutbacks were made in outdoor, network radio, direct mail and merchandising material.

In addition to its domestic marketing activities, Calpak advertises and markets Del Monte brands in 14 foreign countries including campaigns on both Del Monte and Aylmer brands in Canada. The company operates canneries in 14 states, including Hawaii and Alaska, and in the Philippines, Italy, Venezuela and South Africa.

ADVERTISING EXPENDITURES

	1960	1950
Newspapers	$ 1,131,360	$ 1,108,424
Magazines	3,056,746	2,400,394
Farm Publications	93,105	63,750
Business Publications	110,000	100,000
Network Television	488,109	78,771
Spot Television	600,100	321,500
Spot Radio	55,000	50,000
Outdoor	648,030	753,888
Total Measured	6,182,450	4,876,727
Point of Sale	665,750	600,000
Network Radio	35,000	177,455
Direct Mail	70,000	80,000
Merchandising Material	60,000	70,000
Total Unmeasured	830,750	927,455
Estimated Total Expenditure	7,013,200	5,804,200

MARKETING PERSONNEL

Ross B. Yerby, vp of marketing

General Sales

J. H. Allen, director of merchandising

L. C. Dunbar, director of field sales

L. A. Weissel, assistant director of merchandising

Elmo Cerruti, assistant director of field sales

Advertising

Everett M. Runyon, director of advertising and promotion

R. G. Saysette, advertising manager

L. E. Schlosser, sales promotion manager

S. C. Hansen, asst. advertising manager

R. G. Usedom, asst. sales promotion mgr.

ADVERTISING AGENCY

McCann-Erickson, San Francisco—Del Monte foods—F. H. McCrea, senior account representative; J. W. Roddy, W. L. Calhoun, account supervisors; T. H. Clarke, Don Reynolds, Robert Urban, account executives.

Campbell Soup Co.

	1960	1959
Sales	$516,190,000	$496,539,000
Earnings	39,859,000	34,445,000
Advertising	27,500,000*	25,000,000*

*Estimated by AA

Campbell Soup Co., Camden, N. J., the 30th largest national advertiser, stepped up its advertising about 10% to $27,500,000 in 1960, a peak sales and earnings year.

In its annual report, the company revealed that its total marketing expenses, including salaries, benefits and taxes, were $44,700,000, or 8.7% of sales in 1960, compared with $40,800,000 (8.2% of sales) in 1959. Included is the cost of the Campbell sales force, advertising, promotion, market research and home economics.

Sales rose 4% and earnings 16% last year. For the first half of the current fiscal year, sales and earnings continued to hit new highs. Sales were $288,964,000, up 5.8% from $273,076,000 in the previous first half. Net earnings increased to $21,497,000, up 10.6% from $19,443,000.

Campbell's foreign operations, which got under way in 1957, are still operating at a loss—in fiscal 1960, costs exceeded sales by about $5,000,000, "due to development work, the cost of starting up new processing plants, and initial distribution expenses." Foreign investments at the end of fiscal 1960 totaled about $24,400,000 in England, Italy, Australia, Switzerland and Mexico.

■ Campbell expanded into a new field last January when it acquired Pepperidge Farm Inc., producer of quality bakery and pastry products, exchanging 357,413 shares of Campbell stock for all the outstanding Pepperidge stock. In fiscal 1960, Pepperidge earned $1,309,395 on sales of $32,170,456. The addition gives Campbell a line of 43 bakery products, eight of them frozen.

The company continues to dominate the soup market, with its competitors estimating that it has a hold on more than 85% of the prepared soup market. It is also the largest manufacturer of canned spaghetti and macaroni (under the Franco-American label) and blended vegetable juice (V-8 brand). Swanson products are the leading sellers nationally in their fields, except fruit pies, a field in which it got a late start.

The company is the second largest processor of tomato juice and canned pork and beans (both sold under the Campbell label).

Emphasis on new products has sparked the company's growth. Of the 104 products now offered (exclusive of its newly affiliated Pepperidge Farm products), about two-thirds are new to the company since 1945.

New Swanson products introduced during 1960-61 were two new "TV" Brand frozen dinners—fried shrimp and loin of pork—raising the total to 12.

Canned mushroom gravy was added under the Franco-American label, the third canned gravy in the line.

Campbell's Beans & Franks were moved from regional to national distribution, and Campbell's Barbecue Beans were introduced nationally.

This fall, the company will introduce "a greater number of products" than during any previous autumn. It will enter the dry soup mix field on a market-by-market basis in September and October. Promoted under the brand name, Red Kettle, the new soups will be packaged in aluminum cans which can be opened by hand. Seven different soups will be in the line. Leo Burnett Co., Chicago, is the agency.

Other new Campbell products this fall will be two condensed soups: vegetable bean and chili beef. New Swanson products will be a frozen pork pie, plus three "old-fashioned deep dish frozen pies" (chicken, beef and turkey). Pepperidge Farms will expand distribution on its new pan rolls this fall and continue test-marketing about a dozen other products. For the vending market, Campbell will introduce beef stew and chicken stew.

Last February, the company broadened its research activities with the opening of new food science and nutrition laboratories, staffed by 90 scientists, technicians and assistants—including 17 Ph.D.s. The facilities include a pilot plant where actual production conditions can be simulated, as well as six experimental kitchens.

■ The company made three agency shifts in '60-61. In July, 1960, Campbell switched its heat-processed soups in Canada to Batten, Barton, Durstine & Osborn from Cockfield, Brown & Co. In August 1960, it dropped Tatham-Laird as an agency by moving its line of Swanson frozen and heat-processed products to Leo Burnett Co., which already handled Campbell's corporate advertising, Campbell's frozen soups, and Franco-American products. In July 1961, Campbell appointed Cortez F. Enloe Inc. to handle a campaign in specialized media directed to the medical and allied health professions.

During the year, Campbell continued to concentrate its advertising in magazines, network tv, newspapers, Sunday supplements and spot tv, with heavy use of premiums, refunds and special promotions. A review of the past year's activities:

In September, four store-wide promotions were announced for the grocery trade in the coming 12 months—an Anniversary Sale, a Carload Sale, a Famous Food Festival and a Frozen Food Fiesta.

In October, a gate-fold in the October *Reader's Digest* featured a coupon worth 5¢ on the purchase of Franco-American chicken and beef gravies.

In September and October, a back-to-school promotion in Sunday supplements and network tv offered a Campbell Kid pen set free in exchange for five different labels from any of Campbell's beef and/or chicken soups.

Campbell's Beans & Franks were introduced nationally during October and November via two-color newspaper ads and network tv. A full-purchase price refund was offered to consumers sending in a label.

To introduce the new Swanson "TV" Brand loin of pork dinner in October, ten-cent coupons were included in the packages. Introductory advertising in newspapers was followed by spot tv and color pages in *Life*.

Another full refund was offered to introduce Franco-American mushroom gravy in October to customers sending in a label from a can of the mushroom gravy and also from a can of chicken gravy.

To introduce Campbell's Barbecue Beans, the company sponsored a nationwide CBS telecast of the three Christmas Parades held on Thanksgiving Day in New York, Detroit and Philadelphia.

In December, the company used magazines for a Chip 'n Dip promotion, tying in Campbell's frozen cream of shrimp soup and the potato chip industry. Consumers were offered a 25¢ cash refund on any brand or size of potato chips in exchange for a coded top from the soup can and the brand name from a package of potato chips.

■ Campbell's biggest winter promotion—Soup 'n Crackers—was repeated for the tenth year last January and February. A record amount of ad dollars was invested in magazines, network tv, Sunday supplements and spot radio for the event, which was timed for the months when soup sales are at their peak.

Campbell's went into the phonograph record business during the first three months of the year to promote its three bean products—beans & franks, barbecue beans and pork & beans. A long-playing record made exclusively for the company was offered in exchange for two labels and $1.25.

All four Franco-American spaghetti products were promoted simultaneously for the first time in February and March. For two labels, consumers could receive free an Explor-a-lite—a pocket flashlight with built-in compass, emergency whistle and key chain. The Explor-a-lite was built into the script of the "Lassie Show" and included in the commercials for Feb. 12.

Campbell's tomato soup was treated to the largest spring ad and merchandising campaign in the company's history in April and May. The souped-up campaign included network tv and color ads in 12 magazines.

Campbell's three bean products benefited from another special push in April, May and June—a consumer premium of a large-size umbrella for $2 and labels from any two kinds of beans. During April, seven tv commercials promoted Campbell's beans.

Also in April, Campbell and General Mills joined together in a breakfast promotion for V-8 cocktail vegetable juices and Cheerios, Kix and Frosty O's. Ads in the Sunday comics section of over 100 newspapers were augmented by commercials on several General Mills network tv shows. The premium this time: a plastic model Moon rocket kit in exchange for a box top from any of the three cereals plus a V-8 juice label.

■ A major spring promotion for Swanson "TV" Brand dinners got a series of color pages in *Life*, plus newspaper ads throughout the country. The consumer premium was a serving tray for 75¢ and the main panel from a dinner.

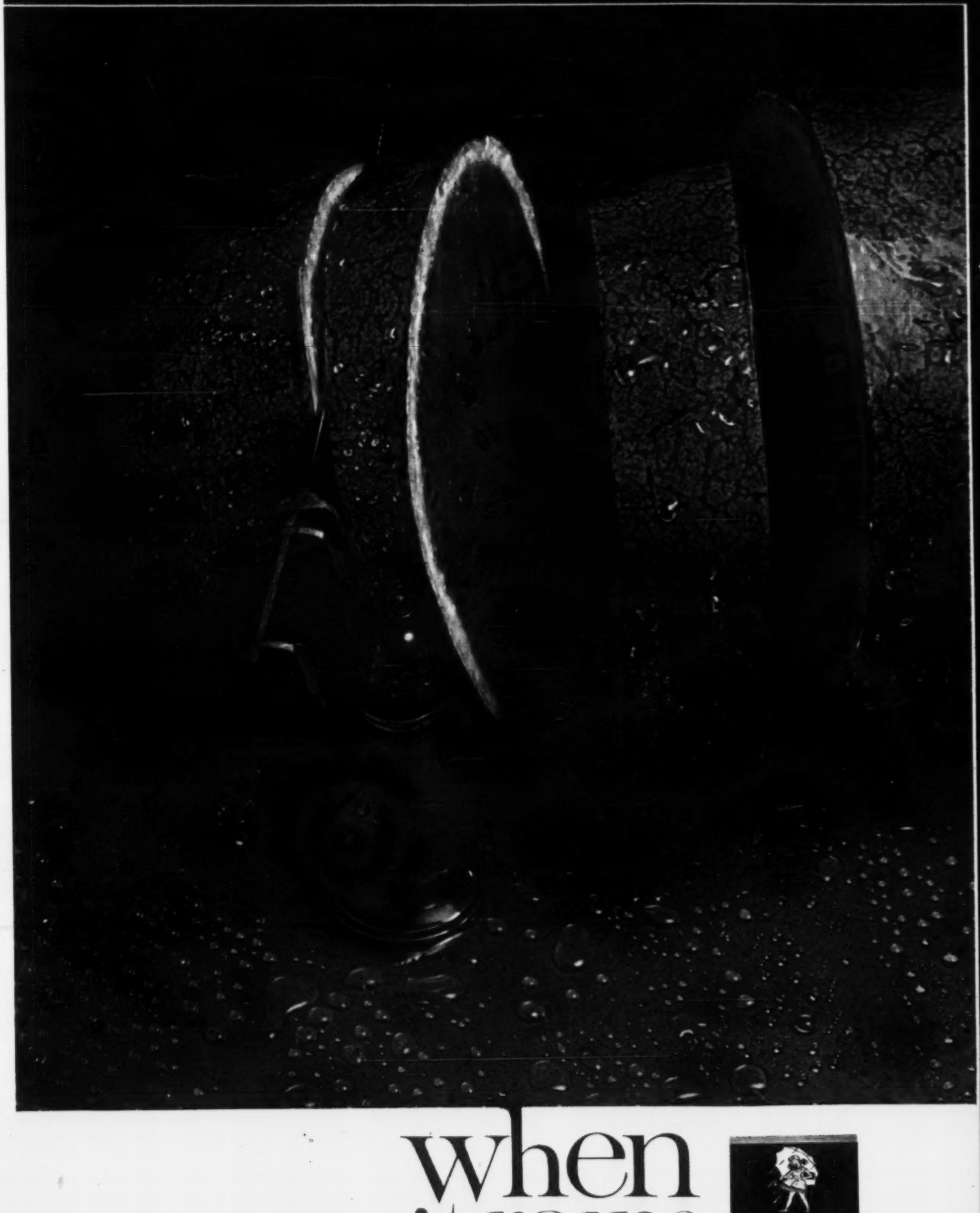
A Kodak Flashfun camera for $3 and labels from any two kinds of Campbell's three bean products was another spring premium. It was advertised in Sunday supplements and on network tv.

Campbell's annual summer promotion—Soup 'n Sandwich—received twice as many ads this year as last. It was the promotion's sixth time around.

Throughout the year, ads also continued to suggest new ways to serve soup—ranging from new ways to garnish soup to new recipes for sandwiches made with

Are You A Perceptive Adman?

Among The Consumer Magazines Used By Morton Salt Are . . .



Reader's Digest

seventeen

Woman's Day

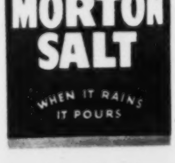
Family Circle

Parents'

True Story

and ?

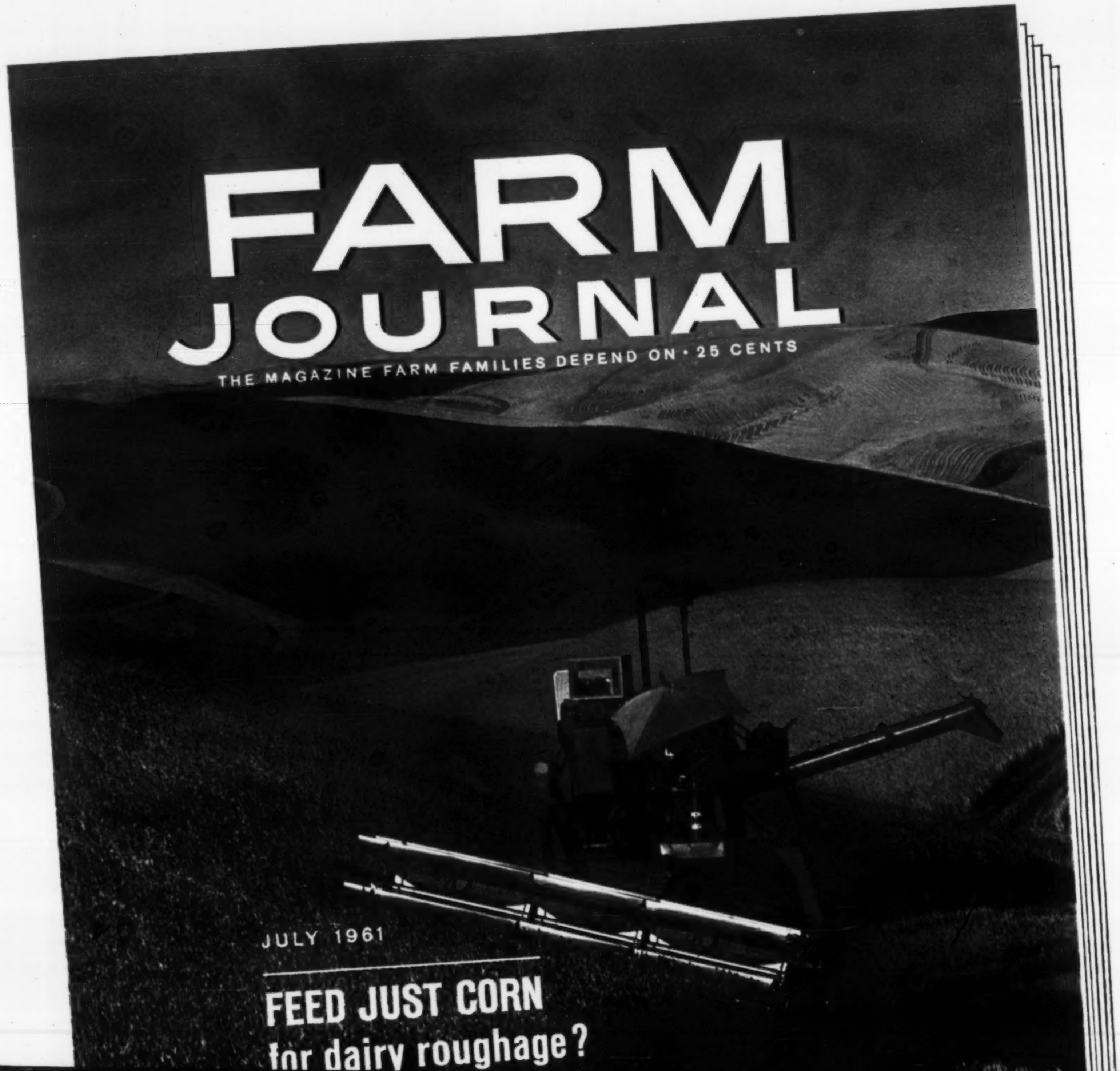
when it rains it pours


MORTON SALT
WHEN IT RAINS IT POURS

Plain or Iodized

TURN PAGE AND SEE HOW PERCEPTIVE YOU ARE . . .

PERCEPTIVE **MORTON** ADMEN CHOOSE...


FARM JOURNAL
THE MAGAZINE FARM FAMILIES DEPEND ON · 25 CENTS
JULY 1961
FEED JUST CORN for dairy roughage?

because FARM JOURNAL families are good supermarket customers

What makes a good supermarket customer? Steady employment. A good income. A big family. *And lots of home-cooked meals.* On every point, a perfect description of a typical FARM JOURNAL family. Many of the nation's top advertisers know that FARM JOURNAL'S big families eat 37 *million* more home-served meals a week than an equal number of urban families. And they are doing something about it—in FARM JOURNAL.

PERCEPTIVE admen
pick RECEPTIVE audiences

FARM JOURNAL

soup. A continuing "quality" campaign regularly pointed out how Campbell practices its motto: "To make the best, begin with the best—then cook with extra care."

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 4,619,378	$ 4,906,207
Magazines	8,991,565	7,155,760
Farm Publications	———	154,749
Business Publications	155,300	———
Spot Television	1,263,440	492,060
Network Television	5,304,700	4,766,675
Outdoor	143,161	158,066
Total Measured	20,527,544	19,033,517
Total Unmeasured	6,972,456	5,966,483
Estimated Total Expenditure	27,500,000	25,000,000

MARKETING PERSONNEL

John A. McGlinn Jr., marketing vp
J. R. Morris, assistant to marketing vp
Henry M. Stevens, product marketing manager, Campbell's heat processed soup
D. E. Goerke, product ad manager, heat processed soups
W. P. MacFarland, product marketing manager, beans, juices, Swanson heat processed products, institutional products
D. S. Sexton, product ad manager, beans, juices, Swanson heat processed products, institutional products
G. E. Thomas, product marketing manager, frozen foods
William Culp II, product ad manager, frozen foods
W. G. Kay Jr., product marketing manager, Franco-American products
T. P. Ferguson, product ad manager, Franco-American products
R. L. Kress, product marketing manager, special products
W. B. Hackenberg, general promotion manager
J. F. Merriman, manager, marketing research

Sales

William B. Nixon, sales vp
Harry C. Sanner Jr., sales manager, heat processed foods
F. H. McGuiness, sales manager, frozen foods
A. L. Bonugli, sales manager, special products
W. E. Palmer, manager of institutional sales
J. M. Vanderford, manager-field force
D. L. Thomas, manager-trade relations
Robert S. Brenner, assistant to general sales manager

Corporate Relations

K. N. Jolly, director of corporate relations

Advertising

Rex M. Budd, director of advertising

Home Economics

Miss N. J. Miller, director of home economics

PEPPERIDGE FARM INC.

Norwalk, Conn.

MARKETING PERSONNEL

Marketing and Sales

H. A. Rudkin Jr., vp marketing
John J. Brady, national sales manager
F. H. Nichols, director of marketing functions
Robert McDonald, general sales manager, frozen foods
L. V. Johnson, manager of marketing research

Advertising & Merchandising

A. A. Atwood, advertising director, baked products
C. G. Whitchurch, director of merchandising

Public Relations

F. O'Connor, director of public relations

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Campbell's heat-processed soups—McDonald Gillespie, management supervisor; Alan S. Perry, account supervisor; Hiram Brown, tv program account executive; Don Dugan, trade, institutional and military contact; Paul Lideen, plans account executive; Charles Partington, broadcast account executive; Charlie Powell, marketing account executive; William Weithas, print account executive.

Leo Burnett Co., Chicago—Campbell's frozen soups, Campbell's tomato juice, Franco-American products, special products, Swanson heat-processed products and "Quality" campaign—Robert Everett, director; J. C. Ianiri, account supervisor; G. B. Miller, frozen soups, tomato juice, Swanson heat-processed products and "Quality" campaign account executive; Eugene McKeough, Franco-American account executive; P. C. O'Neil, Swanson frozen products account executive; and John Setear, special products account executive.

Needham, Louis & Brorby, Chicago—Campbell's bean products, V-8 cocktail vegetable juices—E. W. Hobler, vp; Joseph Gerbl, account executive.

Cortez F. Enloe Inc., New York—medical and allied health media—Richard M. Stalvey, account executive.

Robert Otto & Co., New York—export—Philip B. Gurvich, account supervisor.

Ogilvy, Benson & Mather, New York—Pepperidge Farm products—James J. McCaffrey, management supervisor; Jack Griese, account supervisor; Charles M. Reagle, frozen products account executive; Thomas M. Vincent, fresh baked products account executive.

Carling Brewing Co.

	1960*	1959*
Sales	$340,852,368	$333,764,285
Earnings	13,761,464	12,395,992
Advertising	12,073,000	10,800,000

*Sales and earnings figures are for Canadian Breweries Ltd., parent company of Carling. Ad figures are for Carling, as reported by the brewer.

Carling Brewing Co., Cleveland, the nation's fourth largest brewer and 73rd largest advertiser, increased its advertising expenditures 10% to $12,073,000 in 1960. Carling originally had reported that it spent $9,340,000 for advertising in 1959, but later revised this figure to $10,800,000 because of a change in fiscal year and the purchase of a Tacoma plant.

Carling is the largest subsidiary of Canadian Breweries Ltd., Toronto, the world's largest brewing organization, and is the Canadian company's only major American subsidiary. Carling's dollar sales and earnings are not reported, although Canadian Breweries Ltd. is a publicly held company, which yearly reports its total sales and profits.

People try it and they like it
CARLING
Black Label

BLACK LABEL—*Largest selling brand of Carling Brewing Co. is Black Label beer, advertised on tv and in print ads like this. Last year more than $10,000,000 was invested in measured media to advertise the brand.*

ADVERTISING AGE estimated Carling 1960 sales at about $147,000,000, up 9% over an estimated $135,000,000 in 1959. Carling solidified its fourth place position among brewers last year when it sold 4,822,075 bbls., a gain of 403,591 bbls. over 4,418,484 bbls. in 1959. Carling had a 5.5% share of market last year.

■ Of $12,073,000 invested in advertising last year, Carling spent $10,039,000 for Black Label beer—by far its largest seller.

Black Label's 1960 measured media expenditures, which totaled $7,927,000, were divided as follows: spot tv 38.1%, spot radio 29.9%, network tv 17.3%, outdoor 8.5%, magazines 3.5%, newspapers 2.7%.

In 1959, Carling invested $850,000 to promote Stag beer; $700,000 for Red Cap ale and $190,000 for Heidelberg beer. It was estimated that the company spent similar sums last year to advertise the same brands although Carling did not provide a dollar breakdown for its other three brands for 1960.

Last May, Carling opened its seventh plant—a $16,000,000 brewery in Baltimore with a capacity of 800,000 bbls. Simultaneously, the company established a new marketing division, comprising the middle Atlantic states which will be served by the new Baltimore operation. Adam B. Jablonski was named marketing director for the new division. William L. King was named to succeed Mr. Jablonski as advertising and sales promotion manager of the midwest marketing division.

■ In other key personnel changes, Paul Lohmeyer, former director of planning, was named director of advertising and sales promotion, succeeding Arnold C. Graham, who resigned. Ralph I. Allison, director of research, took on the additional function of planning to become director of planning and research; Richard C. Wright was named assistant to the vp of marketing, and William C. Ritzel was appointed director of sales training.

In the only agency change of the year, Carling and Benton & Bowles terminated an 11-year relationship last November for Red Cap ale, and the account was assigned to Edward H. Weiss & Co., which handles Stag beer and midwest regional ads for Black Label beer. Billings for Red Cap were estimated at about $500,000.

Carling last year announced that it plans to build its eighth plant in Fort Worth. The plant will cost $20,000,000 and will have a production capacity of 1,000,000 bbls. Construction is expected to start some time next year.

The following table shows Carling's advertising expenditures in media, production and promotion as reported by the company:

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 264,000	$ 166,000
Magazines	515,000	904,000
Business Publications	———	30,000
Spot Television	3,522,000	2,850,000
Network Television	1,527,000	1,222,000
Outdoor	950,000	384,000
Spot Radio	2,484,000	1,916,000
Point of Sale	2,342,000	2,305,000
Radio-Tv Production	469,000	360,000
Merchandising Material	———	87,000
Total Expenditure	12,073,000	10,800,000

The company's figures for media that are measured by various statistical bureaus differ slightly, but not importantly. The following table shows measured media expenditures, as reported by the Bureau of Advertising, PIB, Outdoor Advertising Inc. and Television Bureau of Advertising:

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 244,722	$ 195,467
Magazines	536,623	846,879
*Spot Radio	———	2,000,000
Spot Television	3,457,890	3,022,220
Network Television	570,799	330,007
Outdoor	372,787	281,070
Total Measured	5,182,821	6,675,643
Total Unmeasured	6,890,179	4,124,357
Total Expenditure	12,073,000	10,800,000**

* Not measured in 1960.
**This figure, originally reported as $9,340,000, later was adjusted due to change in fiscal year and purchase of a Tacoma plant.

MARKETING PERSONNEL

Cleveland

Robert C. Garretson, vp, marketing
Richard C. Wright, assistant to vp, marketing
Ralph I. Allison, director of planning and research
E. W. Krause, marketing administration director
William Wren, trade relations director
W. C. Ritzel, sales training director

Advertising

Paul Lohmeyer, director of advertising and sales promotion
Dorian St. George, television and radio manager
P. J. Higgins, merchandising manager

MARKETING PERSONNEL

(Six Divisions)

D. H. Metz, divisional marketing director (Atlanta)
A. B. Jablonski, divisional marketing director (Baltimore)
R. J. Lackner, divisional marketing director (Belleville)
E. S. Scheideman, divisional marketing director (Cleveland)
R. J. Thomas, divisional marketing director (Natick)
G. P. Thompson, divisional marketing director (Tacoma)

Advertising

E. Groetzinger, divisional advertising manager (Atlanta)
A. J. Lembitz, divisional advertising manager (Baltimore)
William King, divisional advertising manager (Belleville)
R. J. Tait, divisional advertising manager (Cleveland)
R. P. Hyde, divisional advertising manager (Natick)
E. J. Coombs, divisional advertising manager (Tacoma)

Public Relations

T. Peirce Hunter, director of public relations
Jerrold B. Rouby, public relations supervisor, Cleveland plant

ADVERTISING AGENCIES

Lang, Fisher & Stashower, Cleveland—national advertising for Black Label beer—F. P. Stashower, account supervisor; G. C. McKelvey, M. J. Cohn & James Telisky, account executives.

Guild, Bascom & Bonfigli, San Francisco & Seattle—Heidelberg beer, Black Label beer (regional advertising)—Tom Killilea, account executive.

Harold Cabot & Co., Boston—Black Label beer (regional advertising)—J. I. Summers, account executive.

Aitkin-Kynett Co., Philadelphia—Black Label beer (regional advertising)—G. B. Barnard, account executive.

Winius-Brandon Co., St. Louis—Black Label beer (regional advertising)—W. L. Sanborn, account supervisor; Richard Fisher, account executive.

Liller, Neal, Battle & Lindsey, Atlanta—Black Label beer (regional advertising)—W. W. Neal, account supervisor; Howard G. Axelberg, account executive.

Edward H. Weiss & Co., Chicago—Stag and Black Label beer (regional advertising), Red Cap ale (national advertising)—Jerome L. Joss, account supervisor; Charles Hemrick, Ike Herbert, account executives.

Lund-Heitman Smith, Honolulu—Black Label beer (regional advertising)—Adney D. Smith, account executive.

Carnation Co.

	1960	1959
Sales	$417,629,239	$396,282,502
Earnings	11,152,358	9,981,480
Advertising	12,500,000*	12,400,000*

*Estimated by AA

Carnation Co., Los Angeles, the nation's 72nd largest national advertiser, invested an estimated $12,500,000, about the same as in 1959.

Carnation, which through seven semi-autonomous divisions markets a line of consumer products ranging from ice cream to dog foods, reported another highest-

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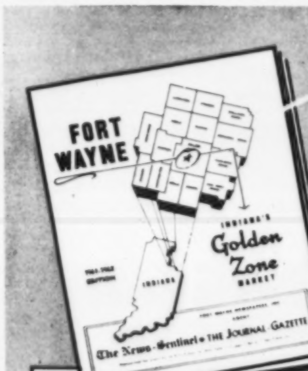

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in-history sales and earnings year for 1960, as sales rose 5% and net earnings climbed nearly 12%.

Cornerstone of the Carnation complex is its evaporated milk division, which markets a line of canned milk under the Carnation, Columbine, Gold Cross, Morning and other labels, plus a prepared infant formula marketed under the Carnalac label. Although Carnation does not reveal details of its ad and marketing operations, reliable sources report that the evaporated milk business accounted for 55% to 60% of Carnation's total volume in 1960, and for about 45% of the company's total advertising appropriation. About 85% of this is invested in broadcast media, with emphasis on spot tv schedules in eastern and southern markets, where low income groups are traditionally big users of evaporated milk. The division also uses national magazines to promote the canned milk as a coffee creamer and uses daytime tv to push the product as a cooking and baby formula ingredient. Carnation reported that its canned milk was handled by 99% of all retail outlets in 1960.

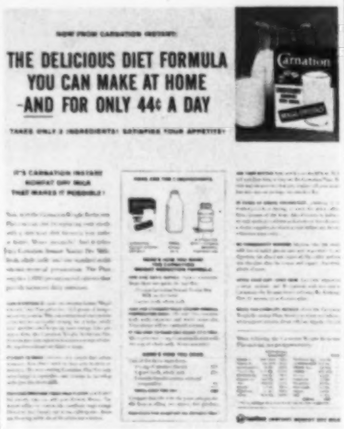
■ Carnation's other major nationally distributed product group is its instant products division. Top sellers in the line include Carnation instant powdered non-fat milk, instant chocolate drink, malted milk, Trio brand instant mashed potatoes and Cho-Cho and Malted Milk Crunch. In 1960 the division introduced Coffee-Mate, a non-dairy powdered coffee creaming agent which is currently in test markets. Far and away the biggest seller in the instant lineup is Carnation's powdered non-fat milk, currently marketed in a variety of sizes and reportedly No. 1 seller in the U. S. with an estimated 45% of the market. In 1960 Carnation jumped on the burgeoning dietary product bandwagon by promoting instant dry milk—via heavy advertising in broadcast and print media—as an inexpensive weight-reducer when combined in a formula with homogenized whole fluid milk, supplemented with a multi-vitamin-mineral capsule or tablet. Dry milk also receives heavy support over Carnation's daytime tv programs.

In addition to its evaporated and dry milk products, Carnation markets Friskies dog and cat foods in a variety of forms (cubes, canned, kibble, biscuit and meal) via its pet foods division. In 1960 the division achieved national distribution for canned Friskies with entry into the New York City market. Cat food and other forms of Friskies are currently marketed on a regional basis, primarily in central and western states. Late in the year the company introduced in test markets a liquid pet food called PetGlo. Most ad support for pet foods was in the spot tv medium, with supplementary support in magazines and newspapers.

Carnation's other major consumer divisions are (1) the fresh milk and ice cream division, which markets dairy products, ice cream and frozen novelties in 14 western states; (2) Albers cereal and feeds divisions, which markets a variety of milled products and batter mixes to the general consumer market, and several forms of animal feed to the agricultural market and (3) the frozen foods division, engaged principally in marketing Simple Simon brand pies in states west of the Mississippi.

■ Carnation's fresh milk and ice cream division had an estimated ad budget of about $1,200,000 in 1960 and accounted for about 10% of Carnation's total ad expenditure. Most of the division's ad activities centered on its continuing "Treat of the Month" ice cream promotion, heavily advertised in outdoor and newspapers. Late in the year, the division brought out Carnecal 900, a prepared weight reducer, plus several new flavors of ice cream, and cottage cheese. The division accounts for virtually all of Carnation's outdoor advertising budget ($369,886 in 1960), and also was a big user of newspapers, spot tv and spot radio in its markets. In addition, the division invested heavily in medical journals to introduce its non-fat dry milk weight-reducing program and used a big chunk of its budget for point-of-purchase material.

Carnation's frozen foods, cereals and feeds divisions accounted for only about 5% of the company's over-all ad budget in 1960. In the face of what the company termed "adverse marketing conditions," the frozen foods division was relatively inactive on the advertising front during the year. However, it expanded its distribution to 27 western states and hopes to reenter the ad race late this year or in 1962.


THE DELICIOUS DIET FORMULA
YOU CAN MAKE AT HOME
-AND FOR ONLY 44¢ A DAY
Carnation

LOW COST—*Carnation Co. cashed in on the booming dietary product market in 1960 by promoting its nonfat dry milk as an inexpensive meal replacement when combined with a vitamin supplement. This two-color page ran in Life. Carnation was also represented on the prepared meal-replacement front with introduction of its Carnecal 900 during the year.*

Albers' cereals and feeds divisions accounted for slightly more than $600,000 in advertising in 1960, AA estimates, with cereals alone receiving an estimated $450,000. Most of the appropriation went in support of Albers' Flapjack, a pancake mix which is the leading seller in the product group. The Albers cereal division media breakdown: Newspapers $185,000, magazines $81,000, radio $45,000, television, $33,500. At the end of 1960, Albers discontinued its cornflakes and rolled oats. Albers' feeds, directed to the agricultural market, accounted for most of Carnation's $219,000 expenditure in farm publicatons in 1960. Together, the two Albers divisions accounted for about 5% of Carnation's total ad budget last year.

With an annual estimated advertising budget of $12,500,000, Carnation Co. is unquestionably the largest national advertiser in the western U. S. Last year, the company reported that its annual ad appropriation—comprised of some 69 separate ad budgets—represented an increase of 276% since 1950.

■ By principal product groups, the 1960 budget went this way: Evaporated milk 40%, dog foods 20%, instant products 25%, fresh milk and ice cream 10%, mixes, cereals, feeds and frozen foods 5%.

In 1959 newspapers got an unusually large share of Carnation ad expenditures, due indirectly to the somewhat sudden retirement of Gracie Allen late in 1958 and termination of the Burns & Allen program. At the time, Carnation found it unfeasible to rush into some other tv network sponsorship, so it turned to print media, which got a substantially increased share of expenditures in 1958-59. But Carnation re-entered network tv Oct. 1, 1959, diverting funds from print back into television, which had its full effect in 1960. In 1960 tv (network and spot) got $5,000,000, while general magazines and newspapers took $2,800,000. Conversely, broadcast media in 1959 received about $3,100,000 from Carnation, while magazines and newspapers rang up close to $5,000,000. Biggest cutback in 1960 was in newspapers (including Sunday supplements), which Carnation slashed from nearly $3,000,000 in 1959 to $661,000 in 1960.

What newspapers lost, network and spot tv gained in 1960. Up to the final quarter, Carnation was represented on network tv with partial sponsorship of "Sugarfoot" and "The Untouchables" over ABC-TV. These were dropped in October, when the company switched to alternate sponsorship of "Pete & Gladys" on CBS-TV. The show has subsequently been renewed for 1961-'62. Carnation's daytime television activity in 1960 included Art Linkletter's "House Party," "As the World Turns" and "The Verdict is Yours," all CBS-TV.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 661,002	$ 2,987,661
Magazines	2,270,895	1,719,073
Farm Publications	219,072	254,592
Business Publications	266,300	249,600
Spot Television	2,056,260	584,590
Network Television	3,009,147	2,640,848
Outdoor	369,886	336,732
Total Measured	8,852,562	8,773,096
Total Unmeasured	3,647,438	3,626,904
Estimated Total Expenditure	12,500,000	12,400,000

MARKETING PERSONNEL

Ralph R. Brubaker, marketing vp

Sales

Henry C. Arnest, vp for grocery product sales

Dwight L. Stuart, assistant grocery product sales vp

Advertising

Paul H. Willis, advertising vp

G. S. Thompson, general assistant advertising manager

Marvin O. Clausen, general ad manager, evaporated milk division

R. J. Davis, general advertising manager, instant products division

R. Mott, advertising manager, instant products division

L. R. Johnson, advertising manager, instant products division

J. Leggitt, assistant advertising manager, cereals and frozen foods

L. Aldenhoevel, general ad manager, pet foods

Gordon Modesti, assistant advertising manager, pet foods

Robert Moore, advertising manager, feeds

Arthur Ellsworth, assistant advertising manager, feeds

Norman Johnson, advertising manager, fresh milk and ice cream

ADVERTISING AGENCIES

Erwin Wasey, Ruthrauff & Ryan, Los Angeles—dairy products, cereals, dog and cat foods, frozen foods and Albers feeds—James Vandiveer, Melvin Smith, F. McMahon, C. Short, M. Minchin, Richard Forbath, L. Peterson, K. Curry, Howard Anderson, Robert Talpos and Dan Lawrence, account executives.

Harris & Love Advertising, Salt Lake City—Morning and Columbine evaporated milk—R. T. Harris, account executive.

Baker Advertising Agency, Toronto—all Canada advertising—G. Seldon and L. Akerman, account executives.

Carter Products Inc.

	1960	1959
Sales	$56,781,209	$58,899,638
Earnings	7,474,803	8,941,489
Advertising*	16,000,000	15,000,000

***Estimated by AA**

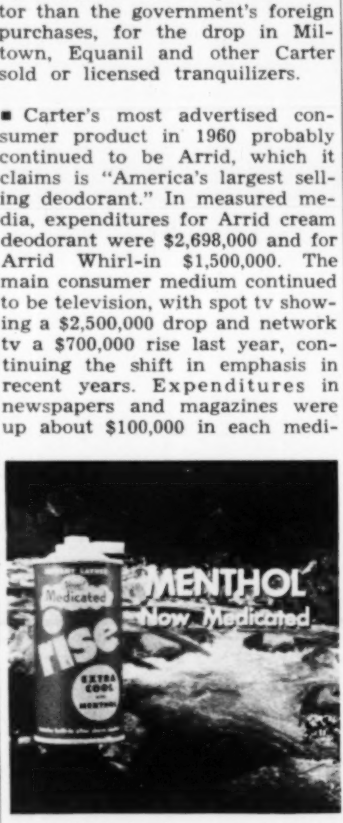
Carter Products Inc., New York, the 60th largest national advertiser, hiked its advertising nearly 7% to $16,000,000 in 1960, as sales and earnings declined.

More than $8,000,000 of the ad total went into television. More than $5,000,000 was for Wallace Laboratories ethical promotions.

Sales dropped 4% to $56,781,209 as earnings fell 16% to $7,474,803 in the fiscal year ended last March 31. The previous year was the best in the company's 81-year history. Since 1956, sales had doubled and earnings quadrupled.

Carter attributed the adverse sales and earnings to several factors: Purchase by the U.S. government of over 100,000,000 unlicensed meprobamate (tranquilizer) tablets abroad "in violation of the company's patent" which "drastically" affected the business; final change, as ordered by the Federal Trade Commission, of the name from Carter's Little Liver Pills to Carter's Little Pills, which, "together with the loss of the advertising copy appeal, resulted in sizable decreases in sales"; introduction of a new tranquilizer, Librium, by Hoffman-LaRoche, which was said by Carter not to have materially affected sales, but which some observers believe may have been a more important factor than the government's foreign purchases, for the drop in Miltown, Equanil and other Carter sold or licensed tranquilizers.

■ Carter's most advertised consumer product in 1960 probably continued to be Arrid, which it claims is "America's largest selling deodorant." In measured media, expenditures for Arrid cream deodorant were $2,698,000 and for Arrid Whirl-in $1,500,000. The main consumer medium continued to be television, with spot tv showing a $2,500,000 drop and network tv a $700,000 rise last year, continuing the shift in emphasis in recent years. Expenditures in newspapers and magazines were up about $100,000 in each medium. On television, Carter sponsors a variety of news, sports, westerns, adventure, giveaways and other mass-audience shows.



COOL—*Rise shaving cream was supported by a $1,500,000 measured ad expenditure by Carter Products last year, including tv commercials like this current one for Rise Instant Lather, in the battle for leadership.*

Wallace Laboratories division, with no sales force to detail doctors, is one of the top three ethical drug advertisers, although there are at least 15 other drug outfits with sales forces and higher sales. Wallace Labs spent $5,500,000 in ethical promotion last year. Its expenditures, up $1,500,000 from the previous year, cover advertising in medical journals ($2,400,000) and direct mail promotion ($3,100,000) and are in addition to production, exhibit and similar promotional expenses.

The company's 1960 sales break down as follows: Proprietaries, toiletries, cosmetics and food products increased slightly to $25,887,522; ethical drugs were down 7% to $30,893,687; ethicals were 54% of total sales; proprietaries and foods were 46%; and international business (increased over 1959) was 7% of total sales. Royalties from pressurized foam products and ethicals were up $100,000 to $3,784,952, a figure which represents more than 50% of total earnings.

■ Carter Medicine Co. was founded in 1880 by Dr. Samuel Carter, an Englishman who remained in the U.S. after serving in the medical corps during the Civil War. In 1930, when Henry Hoyt Sr. bought into and became operating head of the company, it had 20 employes and annual sales of $550,000 with its liver pill laxative, Mr. Hoyt stated recently. Carter entered the ethical drug field in 1942, struck paydirt in 1955 with meprobomate, the first tranquilizer drug developed in the U.S. By 1957, the full impact of the new drug was felt and sales nearly doubled, aided largely by Miltown, Equanil—licensed to American Home Products—other combinations of tranquilizer drugs and bulk sales of its patented meprobomate powder.

■ The company also developed Rise pressurized shave cream and Nair depilatory. While there are now some 600 employes, Carter runs a tight-knit organization with only five executive officers, the president and four vps who are full-time operating heads, and six directors. Dr. F. M. Berger, developer of meprobomate, is president of Wallace Laboratories. In its new $7,000,000 plant in Cranbury, N.J., facilities include a research staff of about 180 and a research budget of more than $2,000,000. Tightly held by Hoyt interests for more than 50 years, Carter "went public" in 1957, and revealed in its prospectus that it had a $14,000,000 business in 1955 when the first tranquilizer was introduced, a $23,000,000 business one year later and a $42,000,000 business by 1957. It reported advertising expenditures of $5,700,000 in 1955, $8,200,000 in 1956 and $14,600,000 for fiscal 1957.

■ Arrid, while it is still probably the largest selling deodorant, is no longer the biggest advertiser in that field. A recorded $2,700,000 for the cream version and $1,500,000 for Arrid Whirl-In in measured media last year, was eclipsed by Procter & Gamble's expenditure of more than $4,000,000 for its Secret deodorant. Arrid also comes in an unadvertised chlorophyll version. A men's spray deodorant was discontinued.

■ Rise shaving creams got a $1,500,000 measured appropriation last year. Carter says the three versions of this instant lather are "America's largest selling shave cream," a statement which conflicts with Colgate-Palmolive Co.'s similar claim for its shaving creams. (Carter-Colgate clashes are an old story. The courts are still assessing Colgate's liability for violating Carter pressurized shaving cream patents several years back.) Recent share of market reports show Colgate's Rapid Shave with about 22%, Rise with 17%, Gillette's Aerosol and Aero-Shave, each with 14%. Among the licensees for the aerosol shave cream have been Avon Products and Warner-Lambert Pharmaceutical Co.

■ Carter's Little Pills, the "largest selling laxative pill," got a $2,000,000 measured tv budget last year. Colonaid laxative spent some $250,000 in newspapers and magazines. Another laxative, Lactesia, was tested on spot tv, and dropped.

Frenchette low-calorie salad dressings, with only $437,000 recorded in measured media last year (all in tv), is the No. 1 low-calorie salad dressing, followed by Kraft, Milani and the recently launched Wish-Bone, in that order. Frenchette and Italianette combined last year reportedly held 47% of the low-calorie market, according to Carter. Distribution has been expanded and last January new formulas for Frenchette and Frenchette Italian-Style (formerly Italianette) were introduced. The company says it is working on other low-calorie food products in

Minneapolis Star photograph by Arthur Hager

What makes a newspaper great?

KLEEMAN

On a suburban Minneapolis school playground you meet the future face to face—sometimes with its skin showing.

Is this boy a future scientist? Tomorrow's corporate leader? Which one of the girls will become President? Which child is the most gifted? Which one will teach their children's children?

These are the kinds of basic questions facing the nation's educators and ourselves.

The problems and progress of education have occupied much time of, and space in, the Minneapolis Star and the Minneapolis Tribune, and these continuing efforts have brought important recognition. For example, the Minneapolis Tribune's Richard Kleeman recently won a coveted 1961 National School Bell Award for distinguished service in the interpretation of education. Kleeman's winning entry was a series of articles based on replies received from a 1960 survey he sent to the chief public school official of every state. Highlights of the series appeared later as a special feature in *Saturday Review* magazine.

From kindergarten to college, from chemistry to campus athletics, education is a matter that deeply concerns newspaper readers everywhere. And, in a sense, a good newspaper staff is a faculty in itself, for its chief task is also to inform. Keeping readers informed on vital matters helps keep the Star and the Tribune the most respected newspapers in the Upper Midwest—Minnesota, North and South Dakota and western Wisconsin.

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both laboratory and consumer tests.

Remaining consumer products include Nair lotion and cream depilatories (spending around $300,000 measured in tv) and an improved depilatory which was test-marketed.

■ Test marketing receives heavy attention at Carter and among last year's more prominent entries was Micrainin, a premium-priced (98¢ for 30 tablets) headache remedy testing in about six markets, including split-run newspaper ads in New York. For this, Carter added a new advertising agency, Ellington & Co., to its roster. Previously, Warwick & Legler was retained to test Decongestol and Silent Night, two cold remedies, but the agency was dropped as of July 1 and the future of the products is unknown. Toothpaste, hair tonic, after shave lotions and deodorants are among the other areas Carter has experimented with recently.

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart-of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

Private Motor Entrance ... uncongested, traffic-free.

2000 Modern Rooms and Suites!

All outside with private bath

FOR RESERVATIONS, WIRE, WRITE OR CALL:

HOTEL Commodore

42nd St. at Lexington Ave., New York 17, N. Y. MU 6-6000

THINK WINSTON-SALEM

where business is expanding . . . where business is good.

THINK JOURNAL and SENTINEL

for over 100% coverage in the Metropolitan Area and over 70% coverage in the 11-county Journal and Sentinel trading area.

THINK SALES

because here is a market where people have the money to buy — and are buying! Write promotion department for market facts.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM JOURNAL AND SENTINEL

NATIONAL REP., KELLY-SMITH CO.

Three new products were added to the extensive ethical drug line—in the heart, analgesic and arthritic fields. International operations have been reorganized and expanded with new licensing arrangements made, a 75% interest acquired in a Mexican ethical company and plans to introduce at least one foreign-found product to the U.S. in 1961.

While studiously striving to avoid mention in print, Carter nevertheless continues a long record of less than happy public relations with the government. It was among the companies involved in the Senate drug hearings and most recently has been at odds again with the Federal Trade Commission in a still unsettled conflict concerning the Rise television commercials. A government anti-trust suit charging monopoly in the manufacture and sale of meprobamate is in its early stages of litigation and Carter says the action is "unwarranted and will be vigorously protested."

On the agency front, along with Warwick & Legler, Robert E. Wilson Inc. was dropped from its roster as Soma and other Wallace Labs products went to Leo Burnett Co. last year. Philip Richardson, vp in charge of sales and advertising, retired April 1 and was succeeded by Henry H. Hoyt Jr., son of the Carter chairman and Mr. Richardson's former assistant. Last month Henry Hoyt Sr. was named chairman of the board and Kirby Peake was elevated to the presidency.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 293,341	$ 195,996
Magazines	283,884	179,157
Farm Publications	14,257	10,446
Spot Television	1,938,580	3,474,300
Network Television	6,174,175	5,468,065
Total Measured	8,704,207	9,327,964
Total Unmeasured	7,295,793	5,672,036
Estimated Total Expenditure	16,000,000	15,000,000

MARKETING PERSONNEL

Henry H. Hoyt Jr., vp in charge of sales and advertising

John B. Erickson, director of brands, Arrid, Carter's Little Pills, Nair and new products

John L. Sullivan, director of brands, Rise, Colonaid, Arrid Whirl-In and new products

Lorin S. Myers, director of media

William Guerin, general sales manager

Charles A. Tucker, president, Frenchette division

H. E. Petersen, administrative vp and director of marketing, Wallace Laboratories

M. A. Maurer, advertising manager, Wallace Laboratories

F. F. Schley, director of sales and promotion, Wallace Laboratories

H. Semple, sales manager, Wallace

R. Bond, product manager, Wallace

R. D. Gilmore, product manager, Wallace

J. M. O'Shea, product manager, Wallace

M. Powley, product manager, Wallace

G. Wilson, product manager, Wallace

ADVERTISING AGENCIES

Ted Bates & Co., New York—William Gross, account group head; Thomas Quinlan, account supervisor; John Howard, account executive, Nair, Carter's Little Pills; John Nicholas, account executive, Arrid Whirl-In; Norman Young, Don Zuckert, Jack Grainger, account executives, ethical products (Wallace Laboratories); Farrell Gilmore, account supervisor, John Bush, account executive, Frenchette division Frenchette, Frenchette Italian-Style, Mayonette.

Sullivan, Stauffer, Colwell & Bayles, New York—Barrett Welch, account supervisor; Norman Vale, account executive, Arrid; Roland Marx, account executive, Rise.

Leo Burnett Co., Chicago—Richard Mann, account supervisor; Ray Markman, Don Bushey, account executives, Soma and unnamed Wallace Laboratories products.

Kastor, Hilton, Chesley, Clifford & Atherton, New York—Henry Kastor Kahn, account supervisor, Colonaid.

Ted Gotthelf & Associates, New York—Ted Gotthelf, account executive, Milpath (Wallace Laboratories).

Ellington & Co., New York—Earl Tiffany, account executive, Micrainin.

Chesebrough-Pond's Inc.

	1960	1959
Sales	$70,177,459	$66,314,185
Earnings	4,517,305	4,030,004
Advertising	11,000,000*	10,000,000*

*Domestic total estimated by AA

Note: Sales, earnings are world totals

Chesebrough-Pond's, the 80th largest advertiser, increased its domestic advertising 10% to an estimated $11,000,000 in 1960, a record sales and earnings year.

The ad total does not include expenditures of Northam Warren (acquired Dec. 30), estimated at about $2,000,000. Nor does it include $5,000,000 in foreign advertising, spread among 50 advertising agencies covering 133 countries and preparing copy in more than 30 languages.

■ Last year the company's worldwide net income rose 12% to a record $4,517,305 on record sales of $70,177, 459, which rose 6% from 1959.

Most of the increase in earnings was from domestic operations, as domestic earnings rose 33% to $2,220,826, compared with $1,714,613 in 1959. The increased domestic earnings brought them up to about equal the international earnings for Chesebrough-Pond's. The international division's sales, up 5% last year, contributed some 40% of total volume.

The company reported that domestic sales last year rose "despite intensified competition and some weaknesses in the national economy." Worldwide sales in the first quarter of 1961 were ahead, but the domestic picture was called "adverse."

■ The company's most advertised products are Vaseline hair tonic, with a measured expenditure of $1,589,000, and all Pond's products, with $1,500,000 measured for the creams, $295,000 for Angel Skin and $153,000 for Angel Touch liquid makeup. Pertussin products get an over-$600,000 budget. The Prince Matchabelli division increased appropriations to nearly $500,000, and the Seaforth men's toiletries line got some $200,000. Vaseline petroleum jelly has a measured media appropriation of $667,000.

■ The most important activity in the company these days is the reorganization which will give it two separate domestic marketing divisions—cosmetics and proprietaries-toiletries—starting next January (AA, July 31). Northam Warren Jr. is vp in charge of the cosmetics division.

SALES BATTERY—*Chesebrough-Pond's product line includes these current products. Veteran leaders in their markets are Vaseline petroleum jelly and Pond's cold cream.*

Chesebrough-Pond's was formed in 1955 by the merger of the 75-year-old Chesebrough Mfg. Co., whose business was founded on Vaseline petroleum jelly, and the 109-year-old Pond's Extract Co., built on the sale of facial creams. Their merger operation went on to establish an international division (now undergoing a reorganization), and acquired Pertussin cough syrup from Seeck & Kade in 1956, the Prince Matchabelli line (including Simonetta and Black Watch fragrances) and Seaforth from Vick Chemical Co. in 1958 and Aziza eye products in 1959.

The Northam Warren acquisition is considered the most important to date. Developer of the first liquid nail polish (Cutex) and the first deodorant (Odo-ro-no), Northam Warren had a $1,900,000 net in 1959. Northam Warren also makes Peggy Sage cosmetics and manicure aids and has a solid foreign business.

■ The Northam Warren addition adds two new agencies, Doherty, Clifford, Steers & Shenfield and Ellington & Co., to the company lineup. The others are J. Walter Thompson Co., for Pond's creams, Angel Face, Prince Matchabelli and new products; Compton for Pertussin, Seaforth and test products (one is Actin cough syrup); Wm. Esty Co. for Vaseline petroleum jelly; Norman, Craig & Kummel for Vaseline hair tonics, Lip-Ice pomade, Angel Skin and test products (one of which is a hair coloring) and Cortez F. Enloe Inc. for ethical advertising. Angel Skin was shifted from Compton (which got a new test product) to NC&K last August. Several changes in overseas advertising have been made during the year, including transferring all British advertising for Vaseline medicated shampoo and hair tonic from JWT to Batten, Barton, Durstine & Osborn.

■ Vaseline hair tonic revised its marketing strategy last year to emphasize the youth market, using comics, spot tv, disc jockeys and college publications and brought about an "improvement" in share of market for the final quarter of the year. Currently it has about a 14% or 15% share, with Brylcreem No. 1 at a leveled 19%, Vitalis around 15% or 16% and Wildroot with 11% or 12%. Last May, C-P said it would test market an improved and slightly redesigned hair tonic.

Pond's facial creams are generally considered No. 1 in the mass volume market, Angel Face makeup increased sales some 8% on top of an 18% rise in 1959 and is now a leading Pond's item. Angel Skin lotion and cream is in third place behind Revlon and Pacquin's. Pertussin cough syrup moved up 25% over 1959, and Prince Matchabelli business moved up 13% and turned a profit. Seaforth toiletries remained somewhat of a problem as they tried for a proper niche in the corporate operation.

Last fall, Pond's moved into supermarkets on a test basis with a new type of makeup department, selling face powder, lipstick and compacts in pilfer-protected packages, all on a display rack. Later in the year, Pond's took quick advantage of a *Reader's Digest* article, "The Outrageous Cost of Facial Beauty," and ran newspaper pages in 55 markets contrasting Pond's products with high-priced "miracle" cosmetics.

■ Personnel changes included the retirement of Lloyd V. Young as senior vp and president of the international division (he continues as a director) and his succession by William C. Watson, financial vp. Andrew A. Lynn, in charge of domestic marketing, resigned to purchase an interest in and become president of Jacqueline Cochran Inc. Northam Warren Jr. succeeded his father as president of the NW division. This past June, the NW division named Gerry Cannon a vp in charge of marketing activities. William M. Cook Jr., brand manager for the Pond's treatment line, resigned to join Young & Rubicam.

Worst marketing reverse of the year for the company was a U.S. court of appeals ruling that C-P did indeed deliberately attempt to duplicate the leading Brylcreem hair dressing trademark and package, with Valcream. The brand, on which millions of advertising dollars had been spent, was suspended and the product is now known as Vaseline hair cream.

ADVERTISING EXPENDITURES*

	1960	1959
Newspapers	$ 795,000	$ 587,000
Magazines	2,938,000	2,113,000
Business Publications	27,000	56,000
Spot Television	1,570,000	1,720,000
Network Television	1,995,000	2,164,000
Total Measured	7,325,000	6,640,000

*Reported by Chesebrough-Pond's.

ADVERTISING EXPENDITURES**

	1960	1959
Newspapers	$ 888,105	$ 714,100
Magazines	3,132,026	2,187,897
Business Publications	113,300	67,100
Spot Television	1,446,150	1,484,670
Network Television	1,786,149	2,271,639
Total Measured	7,365,730	8,432,621
Total Unmeasured	3,634,270	1,567,379
Estimated Total Expenditure	11,000,000	10,000,000

**Figures from AA's usual sources.

MARKETING PERSONNEL

Paul Woolard, exec vp, Prince Mathabelli Inc.

Frank H. Orr, executive assistant to president

Northam Warren Jr., vp in charge of marketing, cosmetics division

Gerry Cannon, Northam Warren Division vp in charge of marketing (domestic & Canada)

Brand Operations

Warren B. Dubin, brand manager, Pond's makeup and fragrance line

Edwin F. Weigand, brand manager, Vaseline petroleum jelly, Vaseline cream hair tonic, Vaseline camphor ice, Vaseline hair cream, "Vaseline" Lip-Ice Pomade

Robert M. Fenner, brand manager, Vaseline hair tonic, Pertussin, proprietary products

Donald Heller, new products manager

Robert J. Fuhrman, brand manager, Seaforth, Angel Skin, Pond's treatment line

Paul H. Jeynes Jr., assistant brand manager, Pertussin, proprietary products, Valcream

Sales

Robert Neuffer, general sales manager

Frank Stamberg, general sales manager, Matchabelli

Rufus T. Hulsey, variety store sales manager

Sam Young, chain store sales manager

R. C. Courtney, food store sales manager

A. W. Hedges, sales administration manager

C. A. Bonistall, northeast regional manager

James T. Wilson, mid-Atlantic regional manager

John Gardella, southeast regional manager

Kermit G. Welton, midwest regional manager

L. W. Lee, southwest regional manager

William F. Burr, west divisional manager

F. E. Hall, professional products manager

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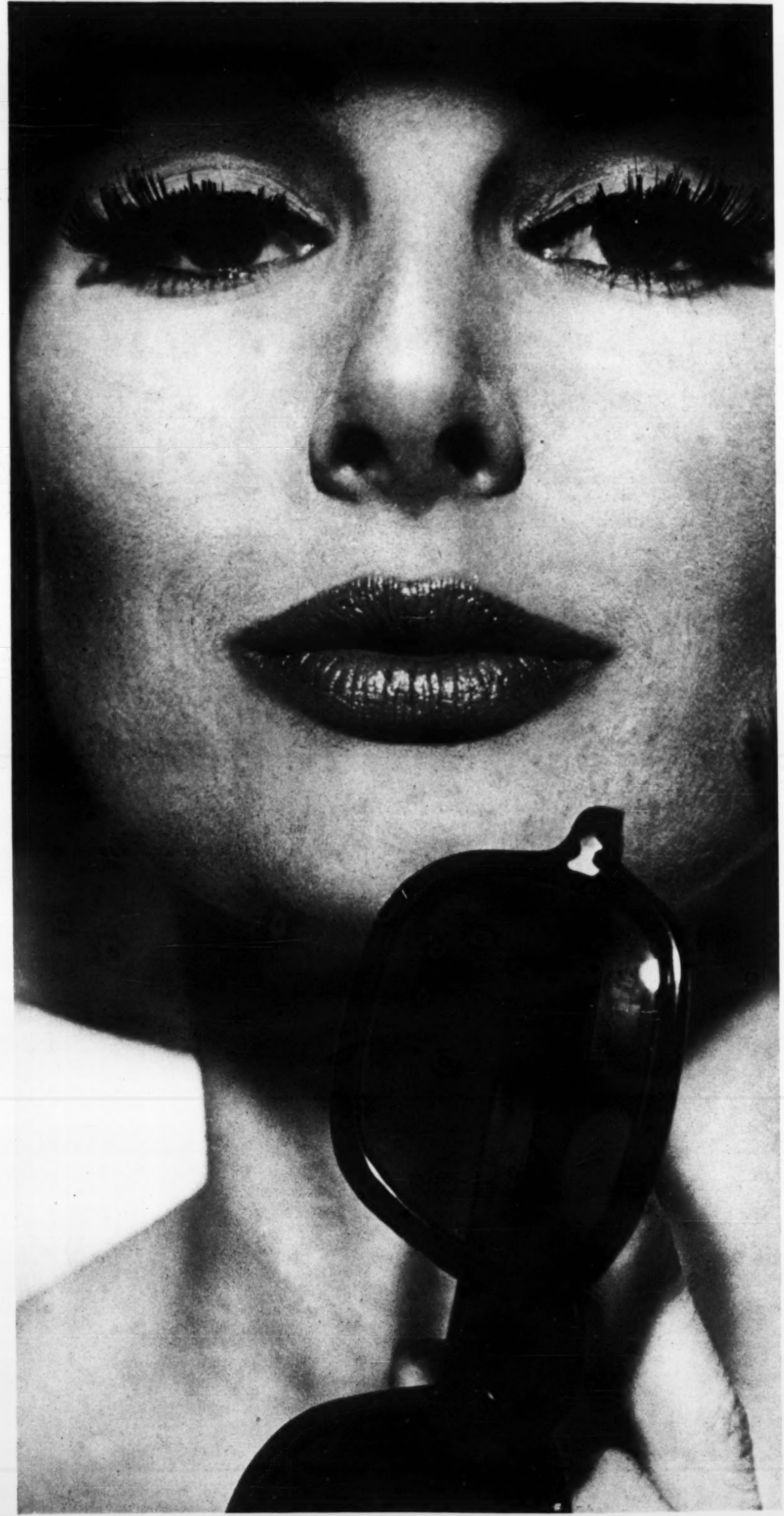


the all-woman woman...

Your kind of woman...your kind of young customer. Out of her dependent teens (and glad of it) she's in her independent, mobile twenties—young enough to take off at will, old enough to pay her own way. It's a woman's world ...a small world, she'll tell you, and she intends to explore it while she's still young and family free. When she's not traveling in body, she's transported in spirit. Her bookshelf is a travelogue, her luggage a patchwork quilt, her passport an Odyssey. She's all woman and all get-up-and-go, restless for adventure, zealous for change, susceptible to the romance of travel. And she loves to talk—about her last trip to Europe, the inn she fell into in Ipswich, the sights she saw in Puerto Rico, the ski trail she "slalomed" in Sun Valley. Better educated and "better off," she doesn't settle for a standard of living. She insists on a *style of living* and travel is her idea of living in style! She's the good traveler, the good neighbor, *the lovely American* advertising men, home and abroad, have in mind when they speak of the raring to go, soaring twenties market. She's the young woman who sees herself in...you sell in

guarantees
1,000,000
young
women

GLAMOUR

THE MAGAZINE FOR THE SOARING TWENTIES

"...and TV Guide delivers the locality our campaign needs."

TV GUIDE's 62 regional editions (paralleling TV station coverage patterns) strike with massive national magazine impact in the local market. This forceful flexibility offers a variety of uses for both national and regional advertisers by providing a versatile marketing tool *where* sales are made. Consider these examples:

Westinghouse—Dehumidifier sales follow a regional pattern. Since TV GUIDE offers more regional advertising flexibility than any other magazine, a combination of editions was a logical choice for this year's promotion. Westinghouse placed the ads and localized the campaign by tying in Westinghouse Appliance Sales offices through copy changes in each of the editions used.

Bell Telephone—New York Telephone and Bell of Pennsylvania both want the color, impact and permanence of national magazines to promote the use of additional home telephones. But the former pinpoints its story in the New York metropolitan area, while the latter is interested in state-wide promotion. Solution: identical full page, 4-color advertisements in TV GUIDE's New York Metropolitan edition and the four editions that cover the state of Pennsylvania.

Kellogg's—Supermarkets are important to Kellogg's All Bran. America's biggest-selling weekly sells nearly 3,000,000 copies (more than all other weekly magazines combined) each week in supermarkets and other food outlets. This gives Kellogg's advertising unique power at the point of purchase in over 43,000 food outlets that include every major supermarket chain.

Clairol—Plans to introduce a new spray-on creme rinse on the West Coast led straight to TV GUIDE. Eight editions that make up TV GUIDE's West Coast combination deliver over 1,000,000 circulation each week—greater than that of any other weekly or of any biweekly magazine. The audience includes the greatest number of young married women (ages 18-34) of any magazine published. And, of course, TV GUIDE leads all other magazines in drugstore and supermarket sales.

Quite probably you can put this magazine to work for you—*quite profitably.*

TV
GUIDE

Best-selling weekly magazine in America

R. W. McPhail, Northam Warren sales manager
Henry Fetz, Northam Warren grocery and syndicate manager
John Talbott, Northam Warren merchandising manager

Advertising

Albert B. Richardson, vp in charge of advertising
Clark Hambley, vp in charge of advertising, Matchabelli
Charles S. M. Quigley, international advertising manager
Robert Grosvenor Ely Jr., Northam Warren advertising manager
Joseph E. Durlach, advertising administrator

ADVERTISING AGENCIES

J. Walter Thompson, New York—Arthur Porter, account supervisor. Robert Boslet, account executive, Pond's creams. E. Balicki, account executive, Angel Face, new products. Mildred Wedekind, account executive, Prince Matchabelli Inc.

Compton Advertising, New York—William Stewart, account supervisor; Robert Cornish, account executive, and William Conboy, assistant account executive—Pertussin products; test products. Cress Pugh, account executive—Seaforth.

William Esty Co., New York—William Booth, account supervisor; Eugene A. Petrillo, account executive—Vaseline petroleum jelly.

Norman, Craig & Kummel, New York—William Steele, account supervisor; Russell Rhodes, account executive—Vaseline hair tonic. Charles Holcomb, account executive, Lip-Ice pomade, Vaseline cream hair tonic; test products, and Angel Skin hand lotion and cream. Ron Mullins, account supervisor, new products.

Cortez F. Enloe Inc., New York—ethical product advertising—Clem F. Thiesen Jr., account executive.

Doherty, Clifford, Steers & Shenfield, New York—Robert Curtis, vp and account supervisor—Cutex (Northam Warren division).

Ellington & Co., New York—Charles Tanton, account supervisor—Odo-ro-no (Northam Warren division).

Chrysler Corp.

	1960	1959
Sales	$3,007,048,707	$2,642,980,037
Earnings	32,154,393	5,431,024†
Advertising	56,945,100*	60,864,200*

*Estimated by AA †Loss

Chrysler Corp., the nation's ninth largest advertiser, trimmed its 1960 ad budget by almost $4,000,000 over 1959, but posted a 30% increase in worldwide sales of cars and trucks.

The 14% increase in dollar sales for the corporation also brought it $32,000,000 in net earnings, following two years of red ink operations.

Chrysler Corp.'s share of market, based on registrations, was 14.01% in 1960, compared with 11.3% the year previous. Using the yardstick of domestic retail sales, Chrysler said its share of the new car market was 15.1% in '60, and 12.8% in '59.

■ Leading the way for the company in sales increases in 1960 was the Dodge division, which more than doubled its unit sales. About 85% of Dodge sales were of the smaller-size Dart.

Unit sales of the various car lines (with '59 figures in parentheses) went like this last year: Plymouth 507,177 (431,720), Dodge 424,645 (206,198), De Soto 21,584 (41,528), Chrysler 94,620 (77,153) and Imperial 16,802 (20,873). Included in Plymouth's 1960 totals were 240,664 Valiant compacts; Dodge totals include 43,958 Lancer compacts for '60.

The company discontinued production of the De Soto last Dec. 1 after making only 3,034 units of the '61 model. Chrysler said a "trend to economy" among auto buyers led to the decision to drop De Soto and "concentrate selling efforts on increasing its strength in the volume sector of the market." Along this same line, the company trimmed its regular Dodge line-up to a single series, the Polara, and introduced a lower price Chrysler Newport.

■ Chrysler Corp. trimmed its ad budget by making moderate cuts in most media last year. Newspapers dropped $1,750,000; magazines expenditures were boosted by about $300,000; network tv costs were cut back about $100,000; spot tv dropped from $1,780,000 to $947,000; outdoor was down $360,000; and spot radio dipped about $700,000.

At the end of the 1960-'61 season, Dodge ended its association with the Lawrence Welk tv show and Plymouth dropped the Garry Moore tv show. Chrysler Corp. bought half of a $7,000,000 tv sports package for next season, which will include the World Series. The corporation has moved up its '62 model introductions to coincide with the Series telecast, which will be used to show the new cars.

On the international scene, Chrysler Corp. boosted its share of the export market for North American cars from 14.9% in 1959 to 22.5% last year. Sales of Chrysler International S.A. totaled 81,470 cars and trucks in 1960, compared with 58,373 units in 1958.

Sales of Chrysler-built vehicles in Canada last year totaled 57,403, a 15% rise over 1959.

SPANKING NEW FULL-SIZE DODGE PRICED MODEL FOR MODEL WITH FORD AND CHEVROLET
DART!!
DODGE DART!!

POINTS THE WAY—*Dodge division of Chrysler Corp. more than doubled its unit sales during 1960, and the Dodge Dart accounted for about 85% of total division sales.*

Chrysler Corp. defense sales totaled $213,000,000 in 1960, or 7% of total sales. In 1958 defense sales accounted for 11% of the total. Chrysler is prime contractor for the Redstone and Jupiter ballistic missiles.

■ For the first half of 1961 Chrysler had sales of $994,500,000, compared with $1,751,500,000 for the first half of 1960. This resulted in a net loss of $15,700,000, compared with a net income of $23,700,000 for the first six months last year. Six month car and truck volume in '61 was 372,029 units, a drop of 46% from the 694,751 units shipped for the same period a year ago.

Last July, Chrysler named a new president, Lynn A. Townsend, who had been administrative vp. He succeeded L. L. Colbert, who resigned as board chairman and president. Mr. Colbert was named chairman of Chrysler Corp. of Canada.

The naming of a new chief executive capped months of turmoil at the company, touched off in June of last year when William C. Newberg was forced to resign as president because of his interests in outside companies. A series of charges and countercharges followed, and Mr. Colbert admitted early this year that company sales were hurt by the bad publicity.

Last October, Jack W. Minor, director of advertising and sales promotion for Plymouth and Valiant, also resigned at the request of the company because of his interests in outside advertising companies. He was succeeded by John C. Guenther, who was on the executive staff of Chrysler Corp.

Last June the company merged its Plymouth-Valiant and Chrysler-Imperial divisions into the Chrysler-Plymouth division. C. E. Briggs, who was general manager of Chrysler-Imperial, was named to head the merged division. Harry E. Chesebrough, who headed Plymouth, was named director of quality control for the corporation. The move followed the merger of the Chrysler and Plymouth sales organizations last February.

Robert P. Laughna resigned this year as vp-marketing for the corporation to become president of Commercial Carriers Inc. His duties were transferred to the automotive sales group under E. C. Quinn, vp.

At Airtemp, Lee Epley was promoted from advertising manager to director of advertising and sales promotion, succeeding Richard R. Routh Jr., who joined Grant Advertising, New York, the Airtemp agency.

Airtemp named Thomas W. Kirby vp of marketing, moving him up from special markets manager. He succeeds Joseph B. Ogden, who joined Vendo Co., Kansas City, as vp and general manager.

■ Byron J. Nichols took over as general manager of the Dodge division, succeeding M. C. Patterson, who retired. Mr. Nichols was group vp in charge of automotive sales.

Also at Dodge, Richard L. Goodwin, formerly De Soto ad manager, was named advertising manager for Dodge trucks. Charles P. Noonan was named director of sales promotion for Dodge, coming from his post as director of sales development of Chrysler Corp.

J. A. Lawson became director of sales promotion for Chrysler-Imperial in February. He came from the corporate sales staff.

Chrysler Corp. in Canada named Richard N. Meltzer Advertising, Detroit, to handle the Fiat cars. Meltzer, which already handled Simca, succeeded Spitzer & Mills & Bates.

The following advertising figures for the corporation and for the individual auto lines are ADVERTISING AGE estimates, worked out in part with the aid of Chrysler officials.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$14,194,800	$15,964,100
Magazines, Farm & Business Publications	11,375,900	10,867,500
Network Television	10,350,200	10,459,500
Spot Television	967,600	1,785,300
Outdoor	1,382,900	1,740,400
Spot Radio	2,604,000	3,297,500
Other	16,070,500	16,749,900
Total	56,945,900	60,864,200

AUTOMOTIVE SALES GROUP

MARKETING PERSONNEL

Edward C. Quinn, vp-sales
F. E. Cogsdill, executive assistant
William J. Bird, director-fleet sales
J. W. Hussey, director-market planning and analysis
R. D. Armstrong, general manager-market representation and dealer enterprise
Thomas A. Ostby, director-sales services

Advertising

Richard E. Forbes, director-corporate advertising
J. R. Barlow, manager-product advertising
Vincent T. Hepp, manager-promotional services

ADVERTISING AGENCIES

Leo Burnett Co., Detroit and Chicago—corporate advertising; F. Strother Cary, vp and account supervisor; Robert H. Leonhard, vp, account executive and manager, Detroit office.

Ross Roy Inc., Detroit—sales and service training aids—W. W. Shaul, vp in charge.

Richard N. Meltzer Advertising, Detroit—Simca—R. N. Meltzer, account supervisor; Robert McGregor, account executive.

CHRYSLER-PLYMOUTH DIVISION

MARKETING PERSONNEL

Clare E. Briggs, vp and division general manager

Chrysler-Plymouth Field Sales Organization

E. M. Braden, general sales manager
R. B. McCurry Jr., director-field operations

Advertising

James L. Wichert, director-advertising (Chrysler-Imperial)
J. A. Lawson, director-sales promotion (Chrysler-Imperial)
John C. Guenther, director-advertising (Plymouth-Valiant)
W. H. Wilson, director-sales promotion (Plymouth-Valiant)

ADVERTISING AGENCIES

Young & Rubicam, Detroit—Chrysler and Imperial—Joseph G. Standart Jr., vp in charge; Joseph J. Seregny, account supervisor; Edward J. Singelyn, account executive; Philip O. Spelman, account executive.

N. W. Ayer & Son, Detroit—Plymouth and Valiant—L. T. Hagopian, account supervisor; Ira Rothbaum, account executive (Valiant); John Finnernan, account executive (Plymouth).

ADVERTISING EXPENDITURES

Chrysler-Imperial

	1960	1959
Newspapers	$3,068,800	$3,377,300
Magazines & Farm Publications	2,070,300	2,399,700
Network Television	395,800	———
Spot Television	———	68,100
Outdoor	395,800	331,400
Spot Radio	41,400	197,600
Total Measured	5,972,100	6,374,100

DODGE CAR & TRUCK DIVISION

MARKETING PERSONNEL

Sales

Byron J. Nichols, vp and division general manager
P. N. Buckminster, assistant division general manager
J. B. Naughton, general sales manager
Roger Welch, assistant general sales manager
B. M. Carter, manager-used cars
W. C. Hanway Jr., assistant general sales manager-truck
Charles P. Noonan, director-sales promotion

Advertising

W. D. Moore, director-advertising
A. C. Thomson, manager-car advertising
R. L. Goodwin, manager-truck advertising

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, Detroit—John McKee, vp and account supervisor; John Wilson, account executive-car; William Gerstenberger, account executive-truck.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 3,359,100	$ 2,739,600
Magazines & Farm Publications	2,281,300	2,183.900
Network Television	4,102,700	5,371.800
Outdoor	482,800	780.000
Spot Radio	909,800	766,300
Total Measured	11,135,700	11,841,600

Plymouth

	1960	1959
Newspapers	$ 3,102,700	$ 5,368,900
Magazines & Farm Publications	1,068,500	1,374,300
Network Television	4,376,300	4,168,400
Spot Radio	700,200	1,483,500
Spot Television	———	25,800
Outdoor	252,000	276,900
Total Measured	9,499,700	12,697,800

Valiant

	1960	1959
Newspapers	$ 1,706,100	$ 808,400
Magazines & Farm Publications	954,100	212,400
Network Television	651,400	———
Spot Television	746,700	755,100
Outdoor	173,400	181,500
Spot Radio	737,700	324,200
Total Measured	5,969,400	2,281,600

De Soto

	1960	1959
Newspapers	$ 570,500	$ 876,300
Magazines	449,700	1,521,300
Spot Television	150,100	951,200
Outdoor	87,100	156,500
Spot Radio	103,700	396,500
Total Measured	1,361,000	3,801,800

SERVICE PARTS & ACCESSORIES (MOPAR) DIVISION

MARKETING PERSONNEL

Sales

L. Irving Woolson, vp and division general manager
T. E. Waterfall, director-sales
S. J. Wall, sales manager
L. W. Piot, assistant sales manager

Merchandising (Advertising)

S. J. Henning, manager-merchandising
Robert C. Greider, supervisor-advertising
E. O. Kade, supervisor-sales promotion

ADVERTISING AGENCY

N. W. Ayer & Son, Detroit—James Duncan, account supervisor; Harry Oram, account executive.

AIRTEMP DIVISION

Dayton

MARKETING PERSONNEL

Sales

William P. Balthrop, president
T. W. Kirby, vp—marketing

Advertising

L. E. Epley, director-advertising and sales promotion
Carl T. Miller, advertising manager
John F. Zaino, sales promotion manager

ADVERTISING AGENCY

Grant Advertising, New York—room air

IN THE BOAT FIELD
ONLY The SKIPPER REACHES SUCH CONCENTRATED BUYING POWER!

78% of THE SKIPPER readers have annual incomes of $10,000 or more—and 22% earn $30,000 or more!

86% own one or more boats!

90% do some or all of their own maintenance work!

65% spend more than $500 per year on their boats!

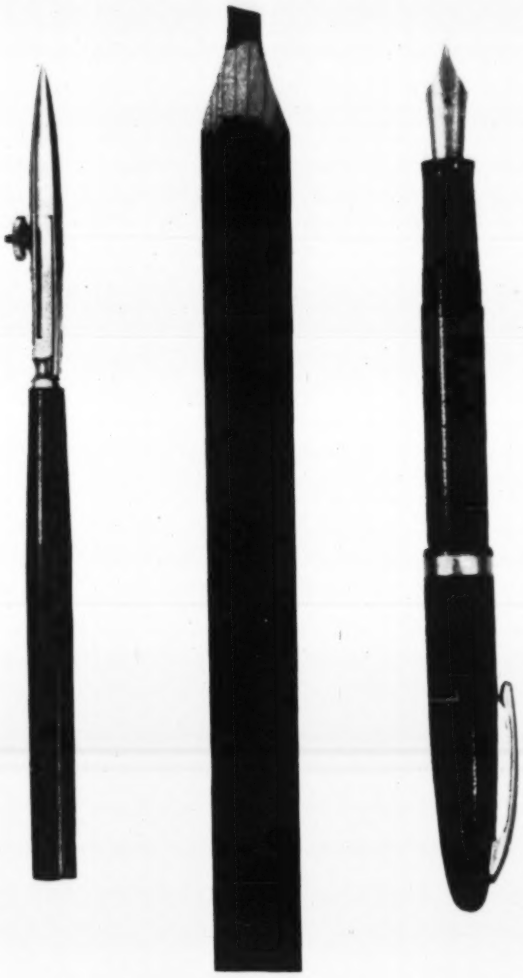
43% plan to buy a new boat within the next three years!

No other boating publication offers you such a **selective** buying market for boats and marine supplies. Here are **active** yachtsmen who pour more than $10,450,000 into their hobby **each year** just for maintenance and operation of their boats.

THE SKIPPER REACHES THE SAILOR WHO BUYS!

THE SKIPPER
The National Sailing Magazine
ABC
Second Street at Spa Creek
Annapolis, Maryland COlonial 8-1330
(National Advertising Office)
6306 Chrysler Building
New York 17, N. Y. OXford 7-5680

Architectural Forum the Magazine of Building published by Time Inc.



IT TAKES ALL THREE TO SIGN YOUR ORDER

Producing a building is seldom a one-man, or a one-pen, operation. It takes several distinctive kinds of knowledge. The architect-engineer's knowledge of his art and science. The contractor's knowledge of construction. The client's knowledge of his needs. And the knowledge of all three concerning the function, appearance and reputation of building materials and equipment.

It takes all this—and a good deal more. To call it "teamwork" is to use words loosely, for often the meetings of client and contractor and architect resemble anything but teamwork. Yet the agreements they hammer out together are what get buildings built—or rebuilt—and what get building products and equipment sold.

Architectural FORUM alone serves the joint interests of all three—as well as the individual interests of each one; FORUM alone sees and explores and reports all phases of the huge and complex industry that is building. And in doing so, FORUM is essentially different: it brings your advertising directly into the three-way discussions where product decisions are made... and orders are signed.*

*FORUM's circulation is the biggest in its field (62,000—including architects, contractors and clients) and has been steadily growing for 9 years. Fifty per cent larger than that of the next magazine, it's all *paid* circulation!

FORUM: ESSENTIALLY DIFFERENT for readers... and for advertisers conditioners, residential heating and air conditioning, applied machinery and systems—Richard R. Routh Jr., account supervisor; Allan B. Clamage, account executive.

AMPLEX DIVISION

MARKETING PERSONNEL

Sales

H. Arthur Wormet, president
William L. Martin, sales manager

Advertising

Donald E. Wilson, manager-marketing

ADVERTISING AGENCY

Zimmer, Keller & Calvert, Detroit; Richard W. Long, account executive.

MARINE & INDUSTRIAL ENGINE DIVISION

MARKETING PERSONNEL

Sales

W. L. Pringle, president
W. F. Humphrey, director-sales
R. M. Purdy, general sales manager
William M. Vollendorf, manager-marine engine sales
L. A. Peaslee, manager-industrial engine sales
W. D. Winemaster, manager, diesel sales

ADVERTISING AGENCY

Zimmer, Keller & Calvert, Detroit; Richard W. Long, account executive.

What they see on WJAC-TV

THEY BUY!

Perhaps you're not mowed down by statistics, but it's important to know that both ARB and Nielsen consistently rate WJAC-TV Number One in the Johnstown-Altoona market.

What's more important is the fact that the people represented in those statistics are customers who buy the things they see advertised on WJAC-TV.

Just watch your sales figures grow like weeds when you showcase your product on the station purchasing people watch--WJAC-TV!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

CYCLEWELD CHEMICAL PRODUCTS DIVISION

MARKETING PERSONNEL

Sales

Sumner B. Twiss, president
J. P. Smith, sales manager-adhesives and consumer products
Edward Bencala, field sales manager-consumer products
J. L. Finkelmann, sales manager-petroleum products

CHRYSLER CORP. OF CANADA LTD.

Windsor, Ontario

MARKETING PERSONNEL

Sales

R. W. Todgham, president
C. O. Hurly, vp-sales
K. D. Heath, director-sales planning and administration
A. L. Hancox, director-sales
R. W. Love, manager-used vehicle sales
R. B. Elliott, manager-truck and fleet marketing
J. E. Campeau, manager, European import sales
F. W. Martin, manager-passenger car sales

Advertising

E. W. Irwin, director-advertising and sales promotion
Ralph Rennie, manager, sales promotion

ADVERTISING AGENCIES

Grant Advertising, Windsor—Chrysler, Imperial, Plymouth and Valiant cars and Fargo trucks—W. B. Wilbraham, account executive.

Batten, Barton, Durstine & Osborn, Windsor—Dodge cars and trucks—J. Newby, account executive.

Richard N. Meltzer Advertising, Detroit—Simca and Fiat—N. F. Free, account executive.

Coca-Cola Co.

	1960	1959
Sales	$360,000,000*	$342,257,000
Earnings	35,000,000*	33,581,000
Advertising	25,000,000*	22,500,000*

*Estimated by AA

The Coca-Cola Co., Atlanta, the nation's 33rd largest advertiser, increased its advertising expenditures 10% as sales and profits rose 5% in 1960.

1960 was an historic year for the company, long known as the marketer of a single product, Coca-Cola, the world's largest selling soft drink and the world's most heavily advertised product. On Dec. 30, 1960, the Minute Maid Corp. was merged into the Coca-Cola Co., resulting in a $500,000,000 corporation with a diversified output.

Financial results for 1960 were issued on a consolidated basis. They showed a volume of $501,986,613 and net earnings of $39,341,319. The 1960 figures listed in the table above are ADVERTISING AGE's estimates covering operations of Coca-Cola alone.

Coca-Cola began diversifying in 1960 even before the Minute Maid merger. A new division, the Fanta Beverage Co., was organized to market the Fanta line of five flavored soft drinks and to test market a new lemon-lime drink, Sprite. The Fanta and Sprite additions match a similar diversification (Patio and Teem) at the Pepsi-Cola Co.

▪ Although it has been losing ground to Pepsi over the past decade, Coca-Cola is still the big gun in the soft drink industry, accounting for more than half of all the bottled cola drinks consumed in the U.S. It also remains the king of the fountain business, where it enjoys a five-to-one lead over Pepsi.

An estimated 40% of Coke's sales comes from overseas, where the company has more than 600 bottlers. In the U.S. there are more than 1,000 franchised Coke bottlers.

Pepsi's impact can be seen graphically in the earnings column. The 1949 earnings of $37,800,000, achieved on volume of $230,000,000, have never been reached again. Last year's estimated net of $35,000,000 was the best since that peak year.

However, a new militancy seems to be the order of the day now in Atlanta. Fanta, Sprite and Minute Maid are part of this new order. Advertising budgets have been beefed up. Different bottle sizes have been introduced and Coke is even being marketed today in cans. (A Pepsi-Cola Co. executive said recently that Coke's long resistance to the large-size bottle was "endlessly gratifying" to Pepsi.)

▪ In keeping with the new militancy, Coca-Cola's advertising has dropped its blandness and become more competitive. Coke ads now say, "Be Really Refreshed" and "Refreshes You Best"—quite a switch for a company that eschewed the comparative and superlative in all its advertising for many, many years.

Pepsi's greatest gains have been made in the take-home market, and Coke has begun to hit back hard on this front with a raft of promotions linking Coca-Cola with food. During 1960 the company ran a Coke-and-food promotion in ten magazines from March through September. Last April it spent more than $1,000,000 on a supper-sandwiches-and-Coke promotion. A similar amount has been spent in the summer months on a "Float with Coke" promotion, teaming up Coca-Cola with ice cream.

What Minute Maid Adds to Coca-Cola in 1961

Minute Maid Corp., Orlando, Fla., now operating as a division of the Coca-Cola Co., will add some $5,000,000 to the total Coke advertising budget in 1961. The company is believed to be the nation's leading marketer of frozen citrus juice concentrates, sold under the Minute Maid and Snow Crop labels.

In addition, Minute Maid's Tenco division is a major producer of instant coffee and tea, primarily for use by private label sellers such as chain stores.

The addition of Minute Maid adds three agencies to the Coke roster: Ted Bates & Co., New York (Minute Maid); Dancer-Fitzgerald-Sample, New York (Hi-C drinks); and Kastor, Hilton, Chesley, Clifford & Atherton, New York (Snow Crop).

Promotion of Coca-Cola is a joint responsibility of the parent company and its franchised bottlers. The bottling companies are in the vast majority of cases locally-owned. The bottlers are believed to match the parent company expenditure so that the total promotion behind Coca-Cola in the U.S. is in the neighborhood of $50,000,000 a year. Much of this goes for the purchase of point-of-sale materials and other display pieces—and no measurements of such expenditures are available.

▪ The measurements made available by the media associations indicate that the big change in Coke's ad budget during the past few years has been a declining use of newspapers. In 1958, Coke's expenditures in newspapers were measured at $4,023,000; this fell to $1,198,000 in 1959 and to $957,000 last year. The company has long been a major user of magazines and outdoor. In the fall of 1960, Coke again became a sponsor of a regular network tv show when it signed as co-sponsor of "Ozzie & Harriet" over ABC-TV. This was the company's first regular network tv vehicle since 1957, when it had the "Eddie Fisher Show."

Fred Dickson, longtime Coca-Cola employe, was recalled from J. Walter Thompson Co., Chicago, in 1960 to become president of the new Fanta division. Advertising for Fanta and Sprite was assigned to McCann-Marschalk Co.

Enjoy a Large COKE and BURGER
WITH CHEESE
Coca-Cola
Coke BRIGHTENS every bite

COKE & BURGER—*The "Coke & Burger" promotion of 1960 is being repeated by the Coca-Cola Co. this year with an all-media drive pegged at more than $1,000,000.*

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 957,000	$ 1,198,000
Magazines	3,861,000	4,265,000
Business Publications	76,000	73,000
Spot Television	4,187,000	3,568,000
Network Television	561,000	375,000
Outdoor	2,408,000	2,378,000
Total Measured	12,050,000	11,857,000
Total Unmeasured	12,950,000	10,643,000
Estimated Total Expenditure	25,000,000	22,500,000

MARKETING PERSONNEL

Atlanta

E. D. Sledge, vp and director of advertising
Patrick L. O'Malley, vp-national sales
Hunter Bell, vp and advertising manager
Charles W. Adams, vp-bottler sales
Harold Sharp, vp-fountain sales

ADVERTISING AGENCY

McCann-Erickson, New York—Paul Foley, exec vp in charge of New York office; Neal Gilliatt, senior vp and management service director; Thad Horton, account director, national advertising; Richard N. Confer, account director, bottler services; Don Coleman, account executive, radio-tv; Michael McDonald, account executive; Mark Bollman, vp and manager of Atlanta office.

FANTA BEVERAGE CO.

MARKETING PERSONNEL

Fred Dickson, president (in charge of sales and advertising)

ADVERTISING AGENCY

McCann-Marschalk Co., New York—Stuart Watson, president; Wayne Jervis, vp and account supervisor; Joseph Dawson, account executive; Nigel Granfield, assistant account executive.

Colgate-Palmolive Co.

	1960	1959
Sales	$275,091,000	$285,526,000
Earnings	5,016,000	9,178,000
Advertising	59,000,000*	70,000,000*

*Estimated by AA
NOTE: All figures domestic only

Colgate-Palmolive Co., New York, the eighth largest advertiser, is estimated to have cut its domestic advertising expenditure by nearly one-sixth to $59,000,000 in 1960, as domestic sales and earnings declined.

More than 80% of Colgate's advertising went into television. Every other medium was cut nearly in half.

Colgate is, of course, a tremendous international company. In 1960 it is estimated that Colgate spent more than $55,000,000 overseas in advertising, in the process racking up international sales of $301,235,000 (even after checking off $20,000,000 after expropriation in Cuba) and foreign earnings were $16,167,000—a new high. Consolidated net for the company was $21,183,000, second best on record.

The sales and earnings decline were blamed by the company on the decision to reduce dealer inventories in the toilet articles division, despite the fact that consumer purchases of Colgate toiletries were actually higher than in 1959. First half of 1961 consolidated sales and earnings were at a record—sales at $304,448,000—up $17,324,000, and earnings were up to $10,624,000, a gain of $900,000.

▪ This imbalance of foreign and domestic volume led new president George H. Lesch to tell the New York security analysts in May that the primary objective of Colgate's new management was to make its domestic business as "dynamic, aggressive and growing as the foreign operations [more than half the sales, 75% of profits] have been."

He expects to do this through new products, acquisitions, accelerated research, cost reduction, and increasing share of market of existing product lines.

The challenge Mr. Lesch sketched out came at a time when Colgate's share of market was being whittled in important areas. Trade sources believe that all Colgate soaps and detergents now hold slightly less than 10% of the total market, while P&G's total is around 53%, and Lever's more than 20%.

Colgate is eyeing the prepared foods field, Mr. Lesch said, where by 1970 total sales are expected to hit 5.2 billion dollars.

▪ The past year for Colgate has been marked by (1) its actions with the Federal Trade Commission, where it appeared to have won a victory on Rapid Shave cream and the sandpaper test and lost the glass shield device for Colgate dental cream, (2) important changes in personnel, with a complete revamp of its top executive structure, (3) a drive for new products and product adaptations and (4) acquisition of new companies or products.

George H. Lesch, who became president and chief executive officer last summer, became chairman of the board in April. Ralph A. Hart resigned as exec vp and president of the international company. David J. Mahoney Jr., who had been president of Good Humor Corp. before it was sold to Thomas J. Lipton Inc., was named exec vp. William T. Miller replaced Mr. Hart as president of Colgate International. Robert Young Jr. replaced Mr. Miller as vp and general manager of the household products division, and John E. Grimm III, formerly with Sterling Drug, succeeded Mr. Young as vp and marketing director of the division.

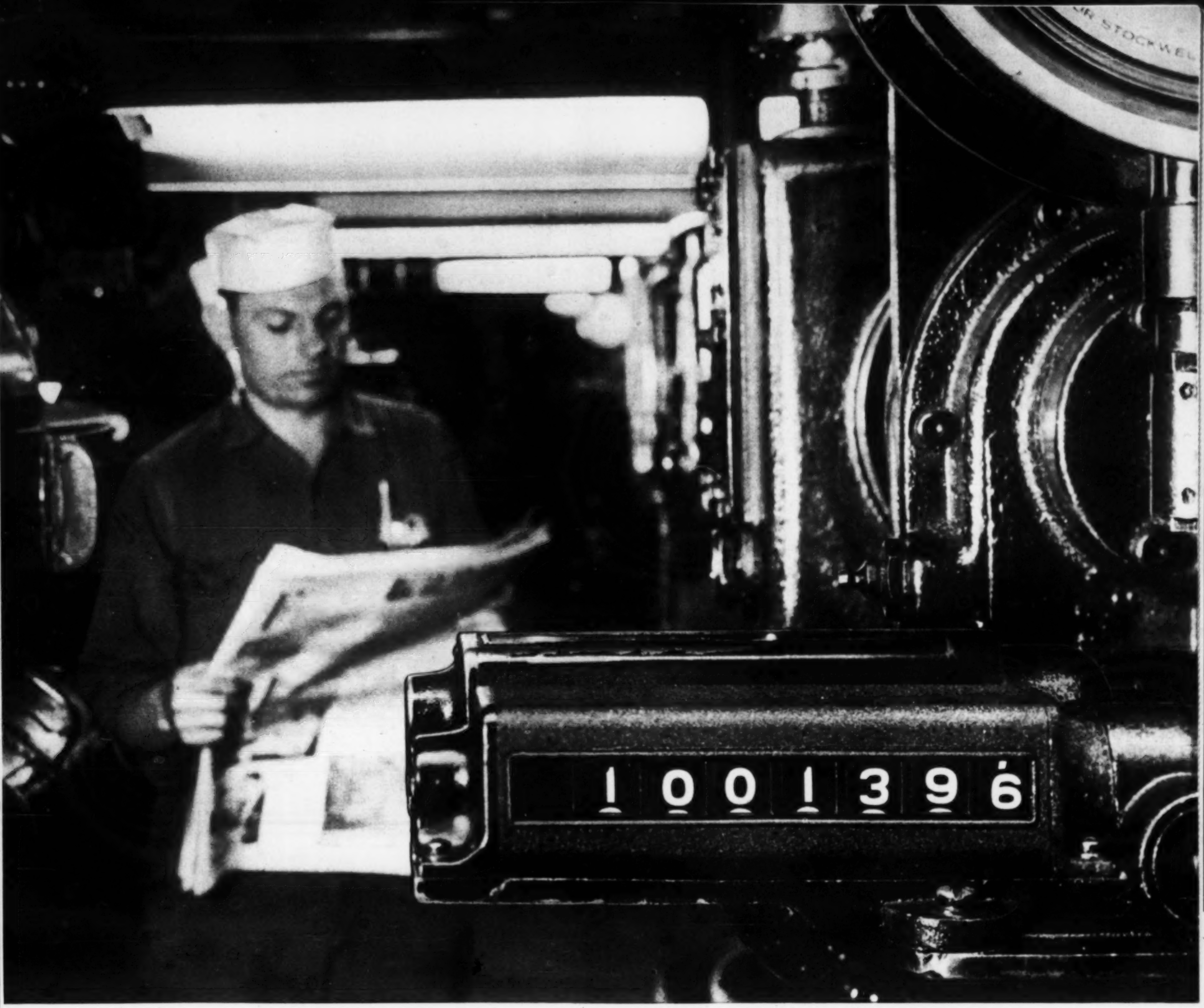
Sherwood Dodge, former marketing vp at Warwick & Legler, joined Colgate as vp and director of marketing of the toilet articles division. Raymond Sager was named manager of market planning for the associated products division. Gilbert Green, general sales manager of the toilet articles division, retired, and Robert Hilbrant, former vp-marketing, became vp-sales. John L. Bricker, who had been corporate marketing vp, resigned and joined Foremost Dairies as vp and director of marketing.

▪ Now in nationwide distribution is a new pink Palmolive soap and an unscented version of Florient room deodorant. In the new products area, the company is extensively testing a new soap for dry, normal and oily skins called Choice.

It intended to start marketing a consumer version of a hospital disinfectant spray called Spot, under the brand name, Away. It bought Lakeside Laboratories through an exchange of stock, and paid $3,000,000 for Unexcelled Chemical's Wash 'N Dri. It revamped, repackaged and repriced most of its Kan-Kil insecticide line.

Colgate new products included:

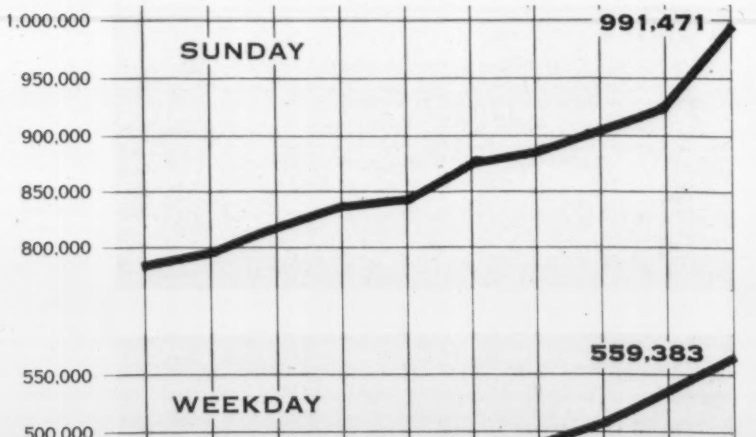
Toilet articles division—Spice Rapid Shave, Halo dry hair formula shampoo, Poise deodorant, Colgate toothbrushes. Household products division—Away and Choice, Dynamo (a liquid heavy duty detergent reported highly



HIGHEST EVER RECORDED!

TEN YEAR CIRCULATION TRENDS OF THE TIMES

(3-month averages for periods ending March 31 each year)



(See ABC Publishers Statements for periods ending March 31 each year)

In March the Los Angeles Times' Sunday circulation averaged *over a million copies*—as shown on the pressroom counting device pictured above—by far the largest circulation of any western newspaper. And . . . these million families comprise the best able-to-buy audience in the entire Los Angeles market.

The Sunday Times' circulation—by itself—represents the NATION'S 6th LARGEST MARKET . . . coverage of *more* family dwelling units than the *total* number contained in *any* metropolitan market except the nation's top 5.

The Times reaches more households than the highest rated television show in the area—more than any radio program—far more than any other Los Angeles newspaper. In fact, The Times' Sunday lead over the second Los Angeles paper would provide coverage of *every household* in the entire Miami metropolitan area.

And . . . your advertising in the Los Angeles Times reaches this quality audience at a cost per thousand among the very lowest of all American newspapers . . . with added discounts for frequency and volume.

The Los Angeles Times

successful in test markets), AD tabs (detergent tablets for home washers), Swerl (a pre-measured detergent powder in dissolvable film packets), Quik-Solv (blue laundry detergent tablets), Baggie (plastic bags on a tear-off roll), etc. Associated products division—Super Ben Hur powder with a bacteriostat cleansing agent, 1A1 Mentor Beads, and the new Sterno charcoal lighter fuel cubes. Pharmaceutical Laboratories division—Driacol (a decongestant cold remedy), Diar-Aid (a tablet remedy for gastrointestinal disorders), and Congestaid (an aerosol medicated room vaporizer).

The top brand in the Colgate lineup is Colgate Dental Cream. It has held 35% of the market, recently slipped from 33% to 28% under the heavy pressure of Crest (25%), which is riding the ADA endorsement. Colgate is still No. 1 in the toothpaste field, still gets about $12,000,000 in advertising expenditure. Last year it threw a huge sampling counter-offensive against Crest in four northeastern areas including Boston, and said it might extend the effort nationwide.

Regular Features Back Next Week

The regular lineup of features (Creative Man, etc.) has been omitted from this issue to provide space for the extensive material about the 100 leading advertisers of 1960. The usual features will be back next week.

Rapid Shave now has about 22% of the market, ahead of Rise with 17%, Gillette's aerosol 14% and Aero Shave 14%.

Other major brands in advertising expenditures: Fab, which holds around 6.5% of the detergent market, and gets about $7,000,000 in advertising; Ajax, second in the cleanser field with 38% share, and about $3,500,000 in advertising; two of Colgate's hair preparations are in top spots in the highly competitive shampoo field—Lustre-Creme preparations are about No. 1, and Halo is about on a par with Breck and Prell, and the four preparations combined hold some 45% or 50% of the total market, and the Colgate products get $5-6,000,000 each. Veto is holding about 4.5% of the deodorant market, and probably bills under $1,000,000. Wildroot, part of Colgate's acquisition a year ago, is billing some $2,000,000, and is slipping in share of market, fourth with 11%.

Last year was marked by another shift in Colgate agencies: McCann-Erickson, an agency since 1958, lost Ajax and Spree—its remaining Colgate accounts. McCann thus joined a bench of displaced agencies which includes Carl W. Brown Advertising, Bryan Houston Inc., Cunningham & Walsh and John W. Shaw Advertising—all casualties in four years, as Colgate cut to its present six-agency lineup.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 4,560,161	$ 8,276,947
Magazines	2,747,867	5,352,667
Farm Publications	69,056	156,836
Network Television	22,511,280	22,478,524
Spot Television	11,419,230	13,879,890
Total Measured	41,411,194	49,531,959
Total Unmeasured	17,588,906	20,468,041
Estimated Total Expenditure	59,000,000	70,000,000

COLGATE-PALMOLIVE CO.

Public Relations Department

Spencer C. Valmy, director of public relations
Dale Armstrong, manager of public relations
E. G. McDermott, consumer relations manager

Radio and Television Department

G. T. Laboda, director of radio and television
G. T. Lincoln, assistant director of radio and television
R. E. Moore, production supervisor

HOUSEHOLD PRODUCTS DIVISION

MARKETING PERSONNEL

R. W. Young Jr., vp and general manager
J. E. Grimm III, vp and director of marketing
E. E. Buckner, general sales manager
D. H. Judge, manager, sales and field organization
R. I. Angelus, assistant general products manager
W. T. Eldridge, manager, new products
R. J. Clark, group product manager—Florient, Vel line, Cashmere Bouquet soap
E. Timberman, group product manager—Fab, Super Suds, Octagon, and Kirkman lines
D. W. Ross, group product manager—Ajax, Palmolive soap
F. B. Satterthwaite, manager, market research
W. T. Egan, manager, packaging
P. A. Lawless, merchandising manager

ADVERTISING AGENCIES

Ted Bates & Co., New York—R. Castle, account supervisor—household products; E. Heath, account supervisor, Fab; D. L. Moore, account supervisor, Palmolive soap; L. Sage, account executive, Fab. C. T. Thomas, account executive, Palmolive soap; R. Degan, account executive, Octagon.

Lennen & Newell, New York—G. Beyer, account supervisor, household products; D. Thurston, account supervisor; F. Carr, account executive, Vel line, AD.

Norman, Craig & Kummel, New York—F. Mitchell, account supervisor, household products and Ajax; Wm. Steele, account supervisor, Cashmere Bouquet soap; J. White, account executive, Cashmere Bouquet soap.

Street & Finney, New York—Wm. Johnston, account executive, Florient; J. Zalud, account executive, Super Suds.

TOILET ARTICLES DIVISION

MARKETING PERSONNEL

C. G. Grace, vp and general manager
S. Dodge, vp and director of marketing
R. E. Hilbrant, vp, sales
H. P. McClure, sales manager, chain stores
L. J. Hill Jr., sales manager, wholesale & retail group
K. B. Arrington, general product manager
J. K. White, group product manager—Halo, Wildroot, Colgate men's line
W. F. Fowle, group product manager, dentifrices
A. C. Jones Jr., group product manager—Palmolive men's line, Cashmere Bouquet line, Lustre-Creme line, Veto line
P. Byrne, manager, new products
G. D. Miles, manager, packaging
M. E. Thornton, manager, promotion & merchandising

ADVERTISING AGENCIES

Ted Bates & Co., New York—C. McNelly, account supervisor—toilet article products and Wildroot; C. P. Dixon, account supervisor—Palmolive men's line; C. Dunkin, account supervisor—dentifrices; W. Ballard, account executive—Wildroot; S. Bogan, account executive—dentifrices.

Lennen & Newell, New York—G. Cates, account supervisor; S. M. Kenyon, account executive—Lustre-Creme line.

D'Arcy Advertising Co., New York—D. Weill, account supervisor—toilet articles products; J. Horwath, account executive—Halo, Cashmere Bouquet line; D. Davis, account executive—Halo, Cashmere Bouquet line.

Norman, Craig & Kummel, New York—J. Albanese, account executive—Veto line.

Street & Finney, New York—W. Johnston, account executive—Colgate men's line.

COLGATE PHARMACEUTICAL LABORATORIES

MARKETING PERSONNEL

H. P. Nack, vp and general manager
A. J. Russo, manager, new products
G. B. Rooney, products manager

S. M. EDISON CO.

J. I. Le Vant, general manager

LAKESIDE LABORATORIES

Milwaukee

R. D. Hetterick, president
H. L. Daiell, exec vp

CANAAN PRODUCTS

Canaan, Conn.

C. G. Grace, president

ADVERTISING AGENCIES

L. W. Frohlich & Co., New York—C. Lewis, account executive, Lakeside Laboratories products.

Stern, Walters & Simmons, Chicago—M. Simmons, account supervisor, S. M. Edison Co. (Dermassage).

Norman Craig & Kummel, New York—M. Russell, account supervisor, Canaan Products.

ASSOCIATED PRODUCTS DIVISION

MARKETING PERSONNEL

E. P. Field Jr., vp and general manager
J. M. Nykiel, sales manager
H. F. Neumann, manager, new products
R. W. Boedecker, associated products advertising
R. T. Connolly, product manager

STERNO INC.

MARKETING PERSONNEL

R. J. Lampe, vp
C. E. Falkner, manager, new products

ADVERTISING AGENCY

Ted Bates & Co., New York—R. Castle, account supervisor; R. Degan, account executive.

Columbia Broadcasting System

	1960	1959
Sales	$464,598,318	$444,311,357
Earnings	23,235,074	25,267,187
Advertising	10,300,000*	7,000,000*

*Estimated by AA

Columbia Broadcasting System, New York, the country's 87th largest national advertiser, is included among the 100 leaders for the first time, with an estimated advertising expenditure of $10,300,000 for 1960, up 47% from 1959.

CBS, which publicized its tv network as the "world's largest advertising medium," eased into the top ranks of ad spenders with a major boost in magazine advertising—mainly for the Columbia Record Club.

Sales for the 33-year-old company reached a peak in 1960, with a 5% gain over the 1959 figure. Net income was the third highest, having been exceeded by 1959 and 1958 returns. The company did not indicate which of the eight divisions were the biggest revenue producers, though they probably were the CBS Television Network and the CBS Television Stations divisions. CBS Radio's owned stations and its network showed sales gains. CBS Electronics shook up its management as competition intensified.

■ Most of CBS' measured advertising expenditures—nearly $4,000,000—went to magazines. The biggest chunk of this magazine budget—nearly $2,900,000—went to promote the Columbia Record Club, the world's largest record club; another nearly $630,000 was earmarked for records. About $100,000 each was spent for the CBS Radio Network, CBS-TV, phonographs and the new Panorama color slide program, a merchandising device for selling slides, books and records in combination. This monthly program offers buyers a choice of subjects dealing with art, travel, nature and science.

Slightly more than $200,000 went into a spot tv drive for records. But neither the record division nor any of the other divisions allocated ad funds for the use of the "world's largest advertising medium," the CBS Television Network. None of the CBS divisions was a buyer of radio time during the year. However, the tv and radio divisions make heavy use of their own facilities from the air promotion for their programs. This expense—time made unavailable for sale to paying clients and talent-production outlay for spots—would not show up in measured media.

The second most important medium in the 1960 budget was newspapers. The record club spent about $750,000 in newspapers. Nearly $1,300,000 went toward audience and advertiser promotion for the broadcasting divisions.

In the unmeasured category, direct mail—of an artistic, flossy type—is used liberally for the various divisions by this company. This includes everything from heavily illustrated booklets on radio and tv activities to brochure reprints of headline speeches by major executives. The Columbia Record Club has a whopping direct mail budget.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 2,254,524	$ 2,127,269
Magazines	3,907,335	2,389,221
Business Publications	102,400	81,900
Network Television	———	126,680
Spot Television	217,610	———
Total Measured	6,481,869	4,725,070
Total Unmeasured	3,818,131	2,274,930
Estimated Total Expenditure	10,300,000	7,000,000

CBS NEWS

MARKETING PERSONNEL

Advertising

Josef C. Dine, director of information and special services

CBS TELEVISION NETWORK

MARKETING PERSONNEL

Sales

William H. Hylan, vp, sales administration
Thomas H. Dawson, vp, network sales

Advertising

John Cowden, vp of information services
Louis Dorfsman, creative director, advertising and sales promotion
George Bristol, operations director, advertising and sales promotion

CBS TELEVISION STATIONS

MARKETING PERSONNEL

Sales

Bruce R. Bryant, vp and general manager, CBS Television Stations National Sales
Sam Cook Digges, administrative vp, CBS Films Inc.

Advertising

Thomas Means, director, advertising and sales promotion
Mort Rubenstein, creative director, advertising and sales promotion
Jacques Sammes, copy chief, advertising and sales promotion

CBS RADIO

MARKETING PERSONNEL

Sales

George Arkedis, vp, network sales
Maurie Webster, vp, spot sales

Advertising

W. Thomas Dawson, vp, information services
Naomi Andrews, director of advertising
Sally Miller, art supervisor
Alfred N. Greenberg, manager, CBS owned radio stations promotion services

COLUMBIA RECORDS

MARKETING PERSONNEL

William P. Gallagher, vp, marketing
Jack Loetz, director of sales, Columbia Records Sales Corp.

Advertising

Deborah Ishlon, vp, creative services
Robert Cato, creative director, art and design
Morris Baumstein, director, creative services operations

CBS ELECTRONICS

MARKETING PERSONNEL

Ross Yeiter, sales manager

Advertising

Donald Christiansen, manager, information services
Robert E. Lynch, supervisor, engineering publications

CBS LABORATORIES

MARKETING PERSONNEL

John Manniello, vp, marketing

Advertising

Odom Fanning, director, information services

CBS INTERNATIONAL

MARKETING PERSONNEL

Gordon M. Christie, sales manager, Eastern Hemisphere
Thomas McGuiness, sales manager, Caribbean
Francisco Fernandez, sales manager, Latin America
Raymond W. Storms, sales manager, military stores
Joseph DeBragga, sales manager, broadcasting equipment

WTRF-TV STORY BOARD

T. R. Effic

A TEXAS OIL MAN was visiting New York. His city friend showed him all the sights including the Empire State Building. His friend asked: "Isn't that a magnificent structure?" "It's nothin'," said the Texan, "I've got an outhouse biggern that!" The New Yorker looked him over and said, "You need it!"

Wheeling wtrf-tv

IN THIS DAY AND AGE, it takes nerves of steel just to be a neurotic!

wtrf-tv Wheeling

CONSUMER RESEARCH PANEL depicted in the WTReffigy ADworld Series and underlined "Brand X or Brand Exodus?" has prompted other suggestions: "Who's Ahead Hunters," "The Comparison Shoppers," "Knights of the Sound Label" and "Counter Spies." Send in your suggestions!

Wheeling wtrf-tv

PERSONNEL MANAGER: "Tell me, young man, what have you done?"
JOB APPLICANT: "About what?"

wtrf-tv Wheeling

TWO INMATES at the asylum were discussing their love affair. "Don't fight it, Sweetheart," begged the boy. "This thing is buggier than both of us."

Wheeling wtrf-tv

THE TROUBLE with "working like a horse" all day is that you're too tired at night to do anything but hit the hay.

wtrf-tv Wheeling

ADVERTISING RESULTS are delivered when your messages are transmitted to the Wheeling-Steubenville TV audience by WTRF-TV from Wheeling. Ask Hollingbery!

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

Said the Salesman to the Retailer:
Let's Look at the Record!

Paste-Ups of Ads for Salesmen

When your salesman visits a dealer—does he have live "ammunition"? What a surprise it would be to the dealer if your salesman was to pull out his ACB Service Folder, which contains a Paste-Up of all dealer ads in his territory, so the retailer could see all pertinent competing ads that appeared in his city as compared with his own. Ads are mounted on an accordion fold. A salesman is sure of his ground as to what's going on locally and can perk-up lagging dealers.

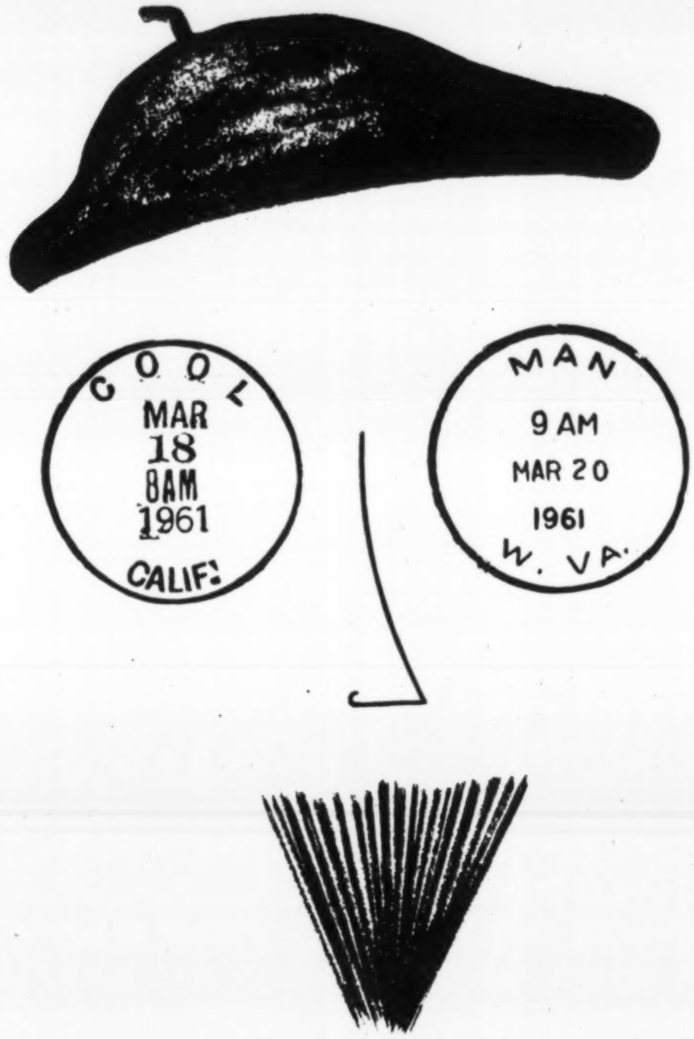
We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

The postmarks are actual reproductions



You can make the scene in 16,000 small towns with Grit

The beatniks have a word for it:

Small-towners "dig" Grit.

In plain English, Grit is the only national publication aimed solely at America's big-time small-town market. And because Grit faithfully mirrors small-town needs, tastes and interests, small-town families accept Grit as *their* publication, read it in a particularly receptive frame of mind.

Naturally this reservoir of goodwill spills over on products *advertised* in Grit . . . and these products consistently enjoy a greater share of the Grit market than they do nationally.

That's one good reason for using Grit. Here's another: With its 850,000 families concentrated in some 16,000 small towns, Grit can help correct the metropolitan bias of the mass magazines on your schedule and give you balanced national coverage.

GRIT

Grit Publishing Company, Williamsport, Pa.
Represented by Newspaper Marketing Associates

Advertising

Nancy Sarmast, advertising manager

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—CBS Television Network. Richard Rossheim, account executive.

Sudler & Hennessey, New York—CBS Radio. Edgar E. Peck, account executive.

Wunderman, Ricotta & Kline, New York—Columbia Records, Columbia Record Club, Epic Records, Panorama Colorslide Program. Norman Gold, account executive.

Donahue & Coe, New York—CBS Electronics. Ralph Bryant, account executive. CBS International. Richard H. Pell, account executive.

Muller, Jordan & Herrick, New York—CBS Laboratories. Frank B. Miller, account executive.

WONDER
ENRICHED BREAD
Helps Build Strong Bodies 12 Ways!

BODY BUILDER—*Continental Baking Co. is using 24-sheet posters like this as outdoor expenditure doubled to $2,000,000 in 1960.*

Continental Baking Co.

	1960	1959
Sales (Net)	$410,642,040	$385,941,474
Earnings	9,311,146	9,323,019
Advertising	14,500,000	17,114,695

Continental Baking Co., Rye, N. Y., the nation's 62nd largest advertiser, spent $14,500,000 on advertising in 1960—15% less than in 1959.

Explaining the cutback, the company said its budget "had reached a very sizable figure, and last year the extra money was just not needed." Continental's marketing plans are kept flexible, it was explained, with ad plans developed as they are needed to meet local marketing needs, to test and introduce new products, etc. About $900,000 of the total budget went to Continental's two subsidiaries, Morton's frozen foods and Stewart's snack items. The remainder promoted Continental's baking products.

In 1960 the company continued to spend most of its budget in spot tv, with strong representation in spot radio, newspapers and 24-sheet posters. It cut back heavily on spot tv, radio and newspapers, but doubled its use of outdoor, making it the company's second most important medium.

Continental has been slashing its spot tv spending since 1959, when it was the sixth biggest spot tv spender, pouring $10,806,480 in the medium that year. Its 1960 outlay was little more than half—$5,879,280—and dropped Continental to 16th place. For the first quarter of 1961, the company was back up in 10th place with expenditures of $2,251,600, compared with $2,108,700 in the 1960 first quarter.

■ Heavier first-half expenditures this year resulted in the company's cancelling most of its tv spots, effective June 15. The company said that although it had been a 52-week user of spot tv, it had planned to take a summer hiatus from spot tv this year. The cut-off came two weeks sooner than originally planned because of heavier-than-expected expenditures during the first five months of 1961. Tv spots are being retained now in only a few markets where special activities are going on.

In a switch in its network tv formula, the company ended its ten-year sponsorship of "Howdy Doody" (NBC-TV) in June 1960 and switched to "Captain Kangaroo" (CBS-TV), its current show.

The company's 15% reduction in advertising apparently didn't hamper its sales increase. In 1960 sales rose to a record $410,642,000, up 6.4% from 1959.

Earnings of $9,311,146 did not quite hold even. They did not keep pace with sales, the company said, because of "increased labor costs, continued losses in the Omar retail division, and depressed economic conditions in certain areas where we normally have profitable operations."

Sales up and earnings down continued to be the trend in 1961. First quarter sales were $102,103,423, compared with $96,516,011 of the 1960 first quarter. Net earnings were $1,343,049 in 1960, down from $1,450,552 in the previous first quarter.

■ Continental continues to be the country's largest commercial baker, selling both through wholesale and by home delivery. Bread and cake account for 90% of Continental's sales (bread, 65%, and cakes, 25%). And 55% of its total sales come from its top product—Wonder bread. The remaining 10% of Continental sales is divided between Morton's foods (8%) and Stewart's potato chips, mayonnaise and other snacks (2%). The company markets several hundred products—for example, the Stewart's division alone has 230 different items.

The nation's No. 1 bread baker, Continental is also the leading maker of snack cake items, which it promotes under the Hostess label. Morton's is the country's leading seller of frozen fruit pies, and is second only to Swanson in selling frozen beef, poultry and turkey pies.

The company always has a batch of new products in its research kitchens, and in 1960 it introduced Hostess English muffins, Hostess Handi-Pies, Morton's frozen southern hot biscuits, and Morton's frozen Honey Buns. Evidence of its emphasis on research is that 53% of the products now marketed by Morton's were introduced after Morton's became a Continental division in 1955.

Continental acquired two companies in 1960. In May, it took over Love's Biscuit & Bread Co., Honolulu, the leading baker of the Hawaiian islands, in exchange for 79,300 of its common shares. In October, it purchased for cash Cain's English Muffin Co., Chicago.

■ On the litigation front, the company was acquitted in two antitrust cases alleging price fixing violations. In May, it was the subject of a two-pronged complaint filed by the Federal Trade Commission, accusing the company of violating the antitrust laws by acquiring eight baking companies in the past eight years.

The company's agency lineup remained the same except for the dropping of Bozell & Jacobs, Chicago, which had handled the Omar and Hall Pride products, all home delivered by driver-salesmen operating about 2,000 "house-to-house" routes. The company is no longer advertising these retail products, but is concentrating on sales contests and special promotions.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,767,525	$ 2,177,571
Magazines	94,300	86,500
Business Publications	78,300	75,000
Spot Television	5,879,280	10,806,480
Network Television	593,837	776,135
Spot Radio	*	1,215,000
Outdoor	2,049,916	920,452
Total Measured	10,463,158	16,057,138
Total Unmeasured	4,036,842	1,057,557
Total Expenditure	14,500,000	17,114,695

*Not measured in 1960.

MARKETING PERSONNEL

Sales

Cedric Seaman, vp in charge of marketing

John F. Runyon, vp in charge of bread sales

Clifford W. Issacson, vp, Hostess cake division

Advertising

Lee Mack Marshall, advertising manager

John L. West, assistant advertising manager

Robert Doorly, merchandising manager

ADVERTISING AGENCIES

Ted Bates & Co., New York—Wonder Bread, Hostess Cakes, Morton Products—E. L. Hill, group head and account supervisor of all Continental products; James H. O'Neil, account supervisor, bread; Charles N. Crittenton, account supervisor, cake; George Detelj, account executive, bread; Angelo Fiorini, account executive, cake; Farrell Gilmore, account executive, Morton's.

Rosengarten & Steinke, Memphis—Stewart's Inc.—Jay Scott, account executive.

Ketchum, MacLeod & Grove, Pittsburgh—Braun Baking Co., Pittsburgh; Country Fair Bakery, Washington, D. C.—C. W. Llewellyn, account executive for Braun Baking; Laurence Donino, account executive for County Fair (handled out of New York).

Corn Products Co.

	1960	1959
Sales	$691,370,101	$676,377,114
Earnings	38,185,006	33,171,954
Advertising	25,000,000	22,000,000

Corn Products Co., New York, the nation's 34th largest advertiser, increased its advertising expenditures sharply in 1960 as it continued to expand on two major fronts: Consumer products and international.

In 1956, the company had only 25% of its sales in consumer products; last year the proportion was 45%. The company is the world's largest processor of corn, with an output of some 500 industrial products, but it has been striving mightily to concentrate on the development of consumer products, which, if successful, bring a higher rate of return than industrial ones.

now!
take a kettle cruise of Europe with 7 new Knorr soups!
new! soup with faraway flavor...
Knorr makes Europe's best-selling soups!

FROM EUROPE—*In line with its emphasis on consumer products, Corn Products is invading the U.S. soup market with Knorr dehydrated soups. Knorr, leading soup brand in Europe, is getting biggest introductory campaign ever mounted by CP.*

The improved sales and earnings picture of 1960 was largely a result of the international contribution. The company's sales outside the U.S. soared last year to $250,000,000, accounting for more than one-third of total volume. U.S. sales of $441,900,599 were substantially the same as in 1959. In 1959, U.S. earnings accounted for 67% of total net income; last year these earnings accounted for only 59% of the total net.

■ Corn Products had an estimated worldwide ad budget of $40,000,000 in 1960. The $25,000,000 spent in the U.S. represented 5.7% of U.S. sales volume. It exceeded U.S. earnings by about $2,600,000.

In 1961, the ad budget has been increased again to cover introduction of new products. The major new entry is the Knorr soup line, which Corn Products is bringing into the U.S. from Europe, where it is the leading seller. The company is producing the Knorr dehydrated soups in a new plant at Argo, Ill. Seven varieties—golden onion, cream of mushroom, beef and noodle, chicken and noodle, smoky green pea, garden vegetable and cream of leek—were introduced in four cities in January, 1961, and these are now being moved into all eastern markets, with a big ad drive set to roll in the fall.

This introduction of a major European brand in the U.S. market heralds what Corn Products likes to call the "era of the international brand." In line with this concept, the company has begun marketing several of its leading U.S. brands in other countries. Mazola was introduced in Europe in 1960 and Hellmann's mayonnaise was marketed in Mexico.

■ The big product introduction of 1960 was Mazola margarine, which replaced Cornette margarine. This involved only a change in name. Cornette was originally introduced in test markets as the company's corn oil margarine after market research indicated that Mazola would not be a good name for a margarine because of its oily connotation. It was introduced after Standard Brands marketed Fleischmann's corn oil margarine.

The corn oil margarine market expanded but the bulk of this new business went to the Fleischmann brand. Corn Products then conducted more research and found that corn oil margarine had won such wide acceptance that the name Mazola no longer produced adverse reactions about an "oily margarine." As a result, Cornette was scrapped and Mazola margarine was marketed in September, 1960, with national distribution achieved early this year. Some $1,000,000 was spent to introduce the product during the last four months of the year.

Mazola margarine is made by a patented process which does not harden the liquid corn oil by hydrogenation. The result is a margarine high in polyunsaturated fats. Medical research has indicated that such foods may be helpful in reducing the chances of a heart attack. In this respect, Mazola is superior to the hydrogenated Fleischmann brand—but Corn Products is unable to make this health claim directly in its advertising, in compliance with a policy edict by the Food & Drug Administration. Nevertheless, Corn Products has directed a special campaign to the medical profession and Mazola margarine was introduced as having "twice the corn oil nutritional benefit of any leading spread," with consumers advised to consult their doctors "about the special nutritional benefits of liquid corn oil in your daily meals."

With the corn oil margarine market expanding, Mazola sales have been moving up, although it still runs a poor second to the Fleischmann brand. The No. 1 Corn Products margarine brand is Nucoa, which got considerably more advertising support in 1960 than in 1959. Backed by a $1,700,000 budget, Nucoa still lagged behind the leaders in this field, having less than 4% of the total market.

Mazola cooking oil has about 30% of the market, ranking second behind Wesson's 40%.

■ Corn Products has strong brand positions in other markets. Its most heavily promoted product, Mazola oil, which carried a budget in excess of $4,000,000, has about 30% of the cooking oil market, running 15% or 20% behind the brand leader, Wesson. The mayonnaise brands—Hellmann's in the East and Best Foods in the West—are No. 1 in their fields; the Hellmann's-Best Foods line of mayonnaise and salad dressings received more than $2,000,000 of advertising support.

In the peanut butter market, the Skippy brand is supreme, accounting for more than 20% of

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Custom-Made Ring Binders!

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WRITE: Dept. A

INDUSTRIAL PLANNING DIVISION
VINYL-WELD
Products Inc.

How Raytheon hit 431 promotion targets with Western Union Telegram-Plus Service

RAYTHEON
1604
RAYTHEON FIRE CONTROL HEADQUARTERS
WESTERN UNION TELEGRAM

Raytheon had a hot premium idea . . . a toy Missile Base available to the public through TV-Radio Service Dealer outlets. ■ Simultaneously, all 431 Raytheon distributors were alerted to the promotion with a compelling telegram, a sample Missile Base, and a consumer premium-offer folder—all delivered by Western Union in one package. ■ This was Telegram-Plus in action—and it got the story across in a way no one could ignore! ■ Within weeks, a successful promotion was dramatically in orbit, as thousands of Missile Bases streamed into homes all over America. ■ The uses of Telegram-Plus, as well as other Western Union Special Services, are as unlimited as your imagination. Wire collect today for the provocative facts about Telegram-Plus. Or, simply drop us a line on your letterhead.

Western Union Special Services...for action!

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WESTERN UNION
TELEGRAM

Special Services Division, Dept. A-4
Western Union Telegraph Co.
60 Hudson Street, New York, N. Y.

COLLECT

Please send me information, without obligation, on Western Union Telegram-Plus Service.

Name____________________

Company________________ Title____________

Address____________________

City________________ State____________

sales nationally and 30% in markets where it is distributed (Skippy does not have much distribution in the South); Peter Pan, the No. 2 brand, runs well behind Skippy. Corn Products backed Skippy with a $1,500,000 budget in 1960.

NuSoft fabric softener, another Corn Products brand receiving more than $1,000,000 of advertising in 1960, is locked in a two-way battle with Staley's Sta-Puff, with these two brands controlling about 80% of a rapidly-expanding market; Procter & Gamble is now preparing to enter this race with Downy, a product now in test markets.

Other strong Corn Products sellers are Karo syrup, Rit dyes and Bosco milk amplifier—each of these lines carrying budgets in the neighborhood of $1,000,000.

■ During the year the company expanded the distribution of Karo imitation maple syrup, tested Instant Bosco and introduced new package sizes for Skippy peanut butter, Mazola corn oil and NuSoft. It changed the formula and packaging of Shinola shoe polish, introduced a new formula Rit with increased dyeing power and tested a washing machine-size package of Rit. Shinola Scuff Armor was introduced nationally in 1961.

The industrial division, which still accounts for 50% of domestic sales, sported a "new look" in its advertising last year when it launched a color campaign featuring larger-than-life photographs of the end products made by its customers. This was the first time the company had used full color in its industrial advertising. The $100,000 campaign involved 28 inserts scheduled for 25 business papers in nine fields: Bakery, brewing, canning, confectionery, food, foundry, ice cream, paper and textiles.

The industrial division introduced three new products—Mor-Sweet corn syrup for the confectionery industry; a new dextrose fondant mix, for the confectionery and baking industries; and a phosphate starch for the paper trade.

■ Corn Products moved back into newspapers in a big way in 1960, tripling its 1959 expenditure in this medium to a total of $4,498,000. The television investment was reduced as the company dropped sponsorship of "Riverboat," its major vehicle in 1959. The company promoted Skippy and Bosco on "Dennis the Menace" (CBS-TV) and a wide variety of products on six CBS-TV daytime shows: "December Bride," "The Millionaire," "Love of Life," "The Brighter Day," "I Love Lucy" and "As the World Turns."

The Best Foods division of Corn Products Sales Co., which is responsible for the marketing of all consumer products, reorganized in 1960 into a brand manager system. Added to the marketing department were Robert H. Braun, former assistant director of advertising for Pepsi-Cola, and R. S. Wheeler, former ad director of the Boyle Midway division of American Home Products.

The Knorr soup line was assigned to Dancer-Fitzgerald-Sample. Export advertising was shifted from Robert Otto & Co. to Foreign Advertising & Service Bureau.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 4,498,000	$ 1,459,000
Magazines	3,443,000	4,040,000
Farm Publications	99,000	148,000
Business Publications	55,000	254,000
Spot Television	3,738,000	4,226,000
Network Television	3,342,000	4,522,000
Outdoor	342,000	410,000
Spot Radio	———	800,000
Total Measured	15,517,000	15,859,000
Total Unmeasured	9,483,000	6,141,000
Estimated Total Expenditure	25,000,000	22,000,000

CORN PRODUCTS SALES CO.

BEST FOODS DIVISION

MARKETING PERSONNEL

W. A. Schroeder, exec vp
Albert Brown, vp, advertising
Robert Braun, advertising manager
J. M. Coe, vp, national sales
W. A. Moore, vp, marketing director
E. F. Stephenson, vp, marketing director
J. M. Volkhardt, vp, marketing director
R. S. Wheeler, vp, marketing director
M. Ivey, vp, Kasco sales
Regional Sales vps Reporting to J. M. Coe
E. P. Kenny—Eastern
T. E. Reynolds—Central
F. C. Hassman—Southern
F. D. Goodyear—Western

ADVERTISING AGENCIES

Lennen & Newell, New York—Mazola oil and margarine, Karo, Niagara and Linit starches, and new products—C. L. Miller, consultant; Hugh Tibbetts, account supervisor; Leland G. Frierson and H. Renton, account executive and assistant account executive (Mazola oil); Robert Eisentrout (Mazola margarine); Charles McCann (Karo), Lloyd Durant (Niagara and Linit) and Steve Zimmerman (new products), account executives.

Dancer-Fitzgerald-Sample, New York—Nucoa, Hellmann's and Best Foods brands, Knorr soups—Robert Etienne (Nucoa); George Beecher (Hellmann's-Best Foods) and Richard Goebel (Knorr), account supervisors; Peter McSpadden (Nucoa), William Gordon (Hellmann's-Best Foods) and George Shaver (Knorr), account executives.

Sullivan, Stauffer, Colwell & Bayles, New York—Shinola, Rit and H-O cereals—Douglas Coyle, account supervisor; James D. Thompson (Rit and Shinola) and Luther Wood (H-O), account executives.

Donahue & Coe, New York—Bosco milk amplifier and Kasco dog food—Donald M. Smith, account supervisor.

Guild, Bascom & Bonfigli, San Francisco—Skippy peanut butter—Henry Buccello (New York office manager), account supervisor.

McCann-Erickson, New York—NuSoft—Ted Beach, management service director; George Brown, account supervisor; and Richard Foley, account executive.

Foreign Advertising & Service Bureau, New York—export advertising—Horacio Mestanza, account executive.

INDUSTRIAL DIVISION

MARKETING PERSONNEL

H. Plimpton, exec vp
R. W. Bond, vp, market planning
D. K. Brickley, vp, technical service
J. J. Jones, vp, refined oils
Regional Sales vps Reporting to H. Plimpton
M. D. Mullin—Eastern
T. C. Clawson—Central
E. W. Beardsley—Southern
J. W. Walz—Western

ADVERTISING AGENCIES

Lennen & Newell, New York—Bulk of industrial products, including corn starches, corn syrups and dextrose products—Melvin Elliott, account executive.

Asher, Rosston & Kremer, New York—Coconut oils, shortening (coconut and peanut oils) and hard butter—Edgar C. Rosston, account supervisor.

WIRTHMORE FEEDS INC.

Waltham, Mass.

MARKETING PERSONNEL

Granville Bond, president

ADVERTISING AGENCY

Simonds, Payson & Co., Portland, Me.—Wirthmore feeds—John G. Simonds, account supervisor.

REFINED SYRUPS & SUGARS INC.

Yonkers, N. Y.

MARKETING PERSONNEL

Hugh McKay, president

ADVERTISING AGENCY

Fuller & Smith & Ross, New York—Refined syrups and sugars—George Kalfaian, account executive.

Helene Curtis Industries

	1960	1959
Sales	$54,038,126	$48,058,616
Earnings	3,229,841	2,489,803
Advertising	10,500,000	10,000,000

Helene Curtis Industries, Chicago, the 86th largest national advertiser, reported an advertising expenditure of $10,500,000 in 1960, a 5% increase over 1959.

Current Curtis ad spending may well run higher than last year's, depending on its new product introductions.

Ad emphasis shifted last year to network tv, which got $3,350,042, up from $1,733,022 in 1959. Newspapers, magazines and spot tv, averaging about $1,000,000 each, were down from the previous year. Although measured media spending dipped slightly last year, Curtis increased spending in unmeasured media, chiefly local advertising (including co-op) and point of sale materials, which accounts for the increase in total expenditures.

Helene Curtis, third largest company in the cosmetics and toiletries industry, reported that 1960 sales and earnings were the highest in the company's 34-year history. Net consolidated sales for the year ended last Feb. 28 rose 12.4% to $54,038,126, as net earnings increased 29.7% to $3,229,841. (Unconsolidated foreign sales of associate manufacturers under licensing agreements totaled $15,000,000.)

■ The Curtis success story is bound up with its expansion-mindness, its purchase of fairly successful companies in toiletries and unrelated fields and development of new products in its established lines.

5
NEW
Helene Curtis
GAYTOP
concentrated hairdressing & conditioner
gives your hair body

GAY OFFER—*Four-color page in magazines for GayTop, Helene Curtis tube hair dressing cream which achieved national distribution this year, offers special introductory gift of a lipstick wardrobe.*

In expansion moves last year the cosmetic house acquired Plastic Products Co., manufacturer of adhesives, glazing and caulking compounds, and related products. It was made a new Curtis subsidiary, Curtis Products Inc., and the same management was retained. Curtis said that the new subsidiary will expand in both packaged household products and commercial products fields and will introduce some products into chains, where Curtis cosmetics and other lines are now sold.

Curtis last year purchased the Studio Girl line of medicated products, hair care items, cosmetics and fragrances which were mainly distributed on the West Coast as door-to-door items. Curtis operates Studio Girl as a subsidiary and has greatly expanded the line by stepping up sales personnel recruitment and by extensively repackaging Studio Girl products.

■ Internal reorganization brought about the separation of the Kings Men from the Lentheric division, bringing to four the number of Curtis divisions. These include the Products, Lentheric, Beauty Salon and Kings Men divisions, each of which has its own sales and marketing personnel.

Kings Men was formerly a line of Products Ltd., which Curtis purchased in 1956. Curtis recently developed an "every day" line for Kings Men to take it out of the strictly gift category. Curtis hopes to make the line more masculine, to appeal more to men buyers. With this revamped line, the company hopes to achieve broader distribution, especially in supermarkets.

■ New introductions in the product division in 1960 included:

- Endac, medicated acne treatment for teen agers, represented Curtis' entry into the pharmaceutical field last fall. Endac line includes three products for 24-hour skin care—greaseless cream for daytime, Handy Stick to carry, and antiseptic night cream. It was backed by a combination of magazines, radio, sampling and school and point of sale promotions.
- Special Enden for Dry Hair, green liquid containing dandruff controlling medications, was added to the line of Enden dandruff treatment shampoos.
- Tender Touch, bath oil for dry skin care, was added to Curtis product lines last fall.

■ New products in the beauty salon or professional division were Crown Jewel, salon permanent for bleached or damaged hair, and Candle Glow, permanent with special conditioners. Woman of the World, temporary hair color rinses, was Curtis beauty salon division's first entry into the hair coloring market last fall. In Chicago this year Curtis introduced Color Essence, new line of professional hair colorings which are now being expanded into major marketing areas and will be backed by national advertising in the fall.

Two other professional division new products are White Orchid shampoo and Last Word hair spray. Last May, Curtis test marketed a new medicated dandruff control liquid called Wonder Rinse. However, it was dropped from tests, was renamed Wonder Dandruff Rinse and now is sold through the beauty salon division.

■ Another Curtis first was its entry into the drug and proprietary field with Buffa Vess, new effervescent stomach remedy which was test marketed in two markets—one in Canton, O.—this spring. This product, Curtis says, is a prelude to many more products entries in this field.

GayTop in a tube, companion cream hair dressing product to GayTop spray and regular hair conditioners, achieved national distribution this year, after several years of test marketing. Another tube product is Suave, which is sold as a tube cream, and also in concentrate and liquid forms.

■ Three products account for the bulk of Curtis ad dollars and have snared fairly healthy market shares:

1. Helene Curtis Spray Net, which comes in two types, is the most heavily promoted item, taking more than $1,750,000, mostly in newspapers and tv. Spray Net is very strong in the hair fixitive field, competing with Toni's Adorn. Both are ahead of Revlon's entry.

2. Enden is claimed by Curtis to be the largest selling dandruff remedy shampoo and gets the second largest slice of Curtis' ad budget—about one and a half million dollars—almost entirely in network tv.

3. Suave hair dressing for women reportedly has about a 21% market share, a definite No. 2 behind Alberto Culver's Vo-5 which has about 40%. Suave is the third most promoted Curtis product.

■ On the debit side, Curtis dropped Shampoofs, individually packaged Shampoo Plus Egg applications for travel, because the product did not produce expected volume and presented packaging problems.

Plush, feminine shaving cream, brought out nationally and without tests last year has not carved out a marketing niche. Curtis has not yet established how great a demand there will be for this product but continues trade promotion of it.

Tempo, "revolutionary" hair spray, did not find its way so successfully as the Spray Net products, and although it is still promoted it no longer gets its previously heavy promotion.

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Call WAbash 2-86551

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

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A new sales opportunity in the Greater Philadelphia market: The Sunday Bulletin Magazine—locally edited and printed in colorful gravure

In Philadelphia nearly everybody reads The Bulletin

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(like California without the Billion-Dollar Valley of the Bees). If you're hunting for greater product sales don't overlook California's great inland Valley. Here is a 27-county market with a disposable income greater than $4 billion — more than any one of 25 entire states. You're not selling California unless you're selling the Valley. And to cover it in depth you need the three Bee newspapers, each the strong local favorite in its section of the Valley. Check the three discount plans today.*

Data Source: Sales Management's 1961 Copyrighted Survey

THE SACRAMENTO BEE
THE MODESTO BEE
THE FRESNO BEE

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To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: **a dual-media approach,** utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:

POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

Curtis brought out Blue Stopette and Pink Stopette, two roll-on entries in the deodorant field, but recently dropped the Pink roll-on. With these, it hoped to regain the market lost with the demise of its Stopette spray. The new roll-on is believed far behind the leaders in this field—particularly Arrid, which is No. 1—although the roll-ons have helped account for a larger share of Stopette sales.

Two other popular Curtis lines are the Lentheric's division's Tweed line of fragrances and the Bain d' Or line of bath products which are promoted in a combination of print and television, with emphasis on women's fashion books for a continuing campaign for Tweed, Bain d' Or and promotion for Lentheric for Men.

■ Helene Curtis International, S.A. is a wholly owned subsidiary now operating throughout the world. It includes manufacturing licensees and distributors in more than 30 countries. This subsidiary has shown exceptional growth, with value of products sold by the company's foreign licensees increasing over 30 times in the past 10 years, Curtis reported. (Sales by foreign associates are not included in the company's sales figures. License fees received are reflected in the profits.)

In Canada, Helene Curtis Ltd., and Lentheric of Canada, both wholly owned subsidiaries, continue their dominant position in the salon and retail fields, paralleling the company's growth in the U.S.

During 1960 Curtis used daytime network tv with two shows on CBS—"As the World Turns," and "Edge of Night." It added two nighttime shows also on CBS, "To Tell the Truth" and "Witness," and backed up network tv with spot tv in major markets. Curtis shied away from network radio last year after an excursion into it in 1959.

Personnel changes: Harold J. Rosen was elected a vp of the company. David H. Kutner, former executive assistant, was appointed director of marketing for the products, Lentheric and Kings Men divisions. C. J. Gutman was named sales manager of Kings Men division, and June Adams was named product manager of that division. In the beauty salon division, Charles Cooper, former sales promotion manager, was named marketing coordinator, and Howard Jacobson was named to replace Mr. Cooper.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,146,789	$ 1,874,654
Magazines	817,143	1,083,817
Network Television	3,350,042	1,733,022
Spot Television	903,420	1,787,350
Total Measured	6,350,994	6,592,743
Total Unmeasured	4,149,006	3,407,257
Estimated Total Expenditure	10,500,000	10,000,000

HELENE CURTIS INDUSTRIES

MARKETING PERSONNEL

George M. Factor, vice president
David H. Kutner, director of marketing, products, Lentheric, Kings Men divisions
Walter Kaplan, vp, beauty division
Herbert Rosen, vp, beauty division

Advertising

Jack K. Lipson, director of advertising

Promotion

Al Kovnat, sales promotion manager, products, Lentheric, Kings Men divisions

PRODUCTS DIVISION

MARKETING PERSONNEL

Raymond Liebler, marketing services director
Edward K. Shukur, director of product management
Marvin Hathaway, western area field sales manager
George Schenk, eastern area field sales manager
A. S. Levine, product manager, Spray Net, GayTop, Stopette, Endac
M. L. Rosenberg, product manager, Shampoo Plus Egg, Creme Rinse, Enden
June Adams, product manager, Tender Touch, Plush, Suave
Sal Lupo, merchandising coordinator

ADVERTISING AGENCIES

Campbell-Mithun, Chicago—Suave, Shampoo Plus Egg—William S. Wheeler, account supervisor; Currie Brewer, account executive.

McCann-Erickson, Chicago—Spray Net, Plush. Austin D'Alton, account supervisor; Edward Schultz, account executive.

Edward H. Weiss & Co., Chicago—Enden, Tempo, Stopette, GayTop, Endac, Tender Touch—Bernard J. Gross and H. W. Shepard, account supervisors; Ferd Isserman Jr., Al Bloomfield, Jack Barry, account executives.

KINGS MEN DIVISION

MARKETING PERSONNEL

C. J. Gutman, sales manager
Edward K. Shukur, director of product management
Richard S. Blattner, product manager

LENTHERIC DIVISION

MARKETING PERSONNEL

William Bailey, sales manager
Lynn Boland, merchandise manager

ADVERTISING AGENCY

Altman-Stoller Advertising, New York—Lentheric—David R. Altman, account executive.

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PULSE STUDY*

51 INDIVIDUAL MARKETS

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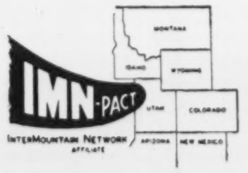
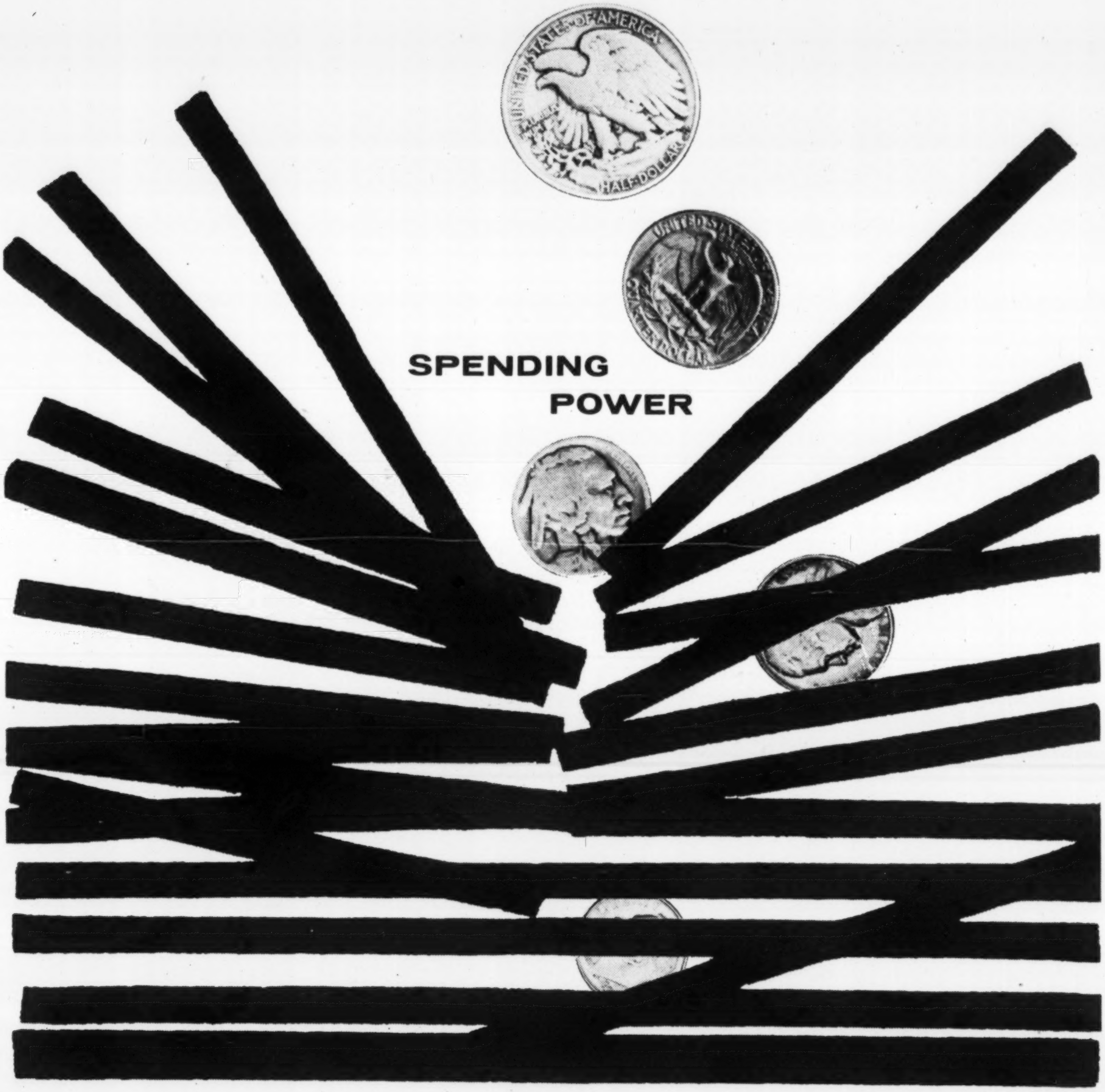


INTERMOUNTAIN NETWORK SALT LAKE CITY, UTAH DENVER, COLORADO

*MARCH 1961



In Detroit's 3-county metropolitan market 1,080,000 families earn more than $9-billions annually. In this area of vast spending power, The Detroit News goes into 4 out of 5 homes that get a Detroit newspaper. It reaches 70% of all families earning $15,000 or more—71% of all families earning $10,000 to $15,000—68% of all families earning $7,000 to $10,000.* No other newspaper in the nation's top 5 markets gives advertisers such saturation coverage of its mass market, nor such low milline rates—$1.91 weekdays, $1.68 Sunday. To sell Detroit effectively and economically, just buy The News.

*Sixth Quinquennial Survey of the Detroit Market, 1961

The Detroit News

733,583 weekdays—920,607 Sundays ABC 11/1/60—3/31/61

New York Office: Suite 1237, 60 E. 42nd St. · **Chicago Office:** 435 N. Michigan Ave., Tribune Tower · **Pacific Office:** 785 Market St., San Francisco · **Miami Beach:** The Leonard Co., 311 Lincoln Road

ADVERTISING AGENCY

Edward H. Weiss & Co., Chicago—Kings Men; Bernard J. Gross, account supervisor, and Jack Barry, account executive.

BEAUTY SALON DIVISION

MARKETING PERSONNEL

Arthur I. Caplin, director of marketing
Charles Cooper, marketing coordinator
Howard Jacobson, sales promotion manager
Herbert Rothschild, merchandise manager
Harold Todd, product development
Richard Syoen, special market
David Silverberg, product manager

ADVERTISING AGENCY

Altman-Stoller Advertising, New York—Martin Landy, account executive, beauty salon division products.

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FLIP BOOKS
MINIATURE FLIP BOOK CO., INC.
15 WEST 44TH STREET ... NEW YORK 36, N. Y.
SEND FOR PRICES CREATORS OF FREE SAMPLES
"POCKET TELEVISION" MOVIE FLICKER BOOKS

Distillers Corp.—Seagrams Ltd.

	1960†	1959
Sales	$768,228,848	$731,352,933
Earnings	28,367,102	27,131,333
Advertising	35,000,000*	37,000,000*

†Fiscal year ended July 31, 1960
*Estimated by AA

Distillers Corp.—Seagrams Ltd., Montreal (executive office), and Joseph E. Seagram & Sons, New York (U.S. executive, sales and advertising headquarters), the 19th largest national advertiser, are believed to have trimmed their advertising about 5.5% to an estimated $35,000,000 in 1960.

Despite the trimming, Seagrams racked up a 5% sales gain over fiscal 1959, the best annual gain since 1953. It was the second successive year in which the company improved its sales volume, an achievement not recorded since the late 1940s. Although a Canadian company (persistently referred to by its liquor rival, Schenley, as a "foreigner within our shores"), Seagrams registers 90% of its sales volume in the U. S.

Seagrams is the largest producer of distilled spirits in the world. It also operates an import subsidiary, as well as subsidiaries in the pharmaceutical and petroleum fields. The company has a major investment in the wine business through Paul Masson, producer, and Fromm & Sichel, distributor of Christian Bros.

Its investments in oil and gas projects in fiscal 1960 increased from $22,768,736 to $22,943,499, and income from these was $3,304,822.

■ Under the company's organizational structure, Joseph E. Seagram & Sons is the parent U.S. company which owns stock of all the sales companies and all the domestic whisky-producing companies.

Management of the U.S. business is directed through the executive committee, headed by Edgar M. Bronfman, president and chairman. It includes Victor A. Fischel, president, the House of Seagram, the major sales unit; John E. Finnerman, exec vp of the House of Seagram; and George P. MacGregor, vp for advertising and merchandising, Joseph E. Seagram. Murry Cohen, controller of Joseph E. Seagram & Sons, is committee secretary.

Joseph E. Seagram & Sons markets a general line of imported wines and spirits through a subsidiary, Browne-Vintners Co. Its pharmaceutical division is Pharmacraft Laboratories, New York and Cranbury, N. J. This division produces proprietary drugs and deodorants, sold under the brand names Coldene, Fresh and Ting. Its oil company is the Frankfort Oil Co., a division of Joseph E. Seagram & Sons.

■ The House of Seagram is the sales company responsible for the sales of brands marketed through the company's six sales divisions: Seagram-Distillers Co., Calvert Distillers Co., Four Roses Distillers Co., General Wine & Spirits Co., Kessler Distiller Co., and Leroux & Co., (Browne-Vintners is responsible to Joseph E. Seagram & Sons).

Seagram maintained its brand leadership with 7 Crown, largest selling U.S. label, and Seagram's V.O., largest selling Canadian brand. While 7 Crown racked up sales of 7,200,000 cases last year, Canadian V.O., No. 2 in the overall U.S. rankings, totaled 2,300,000 cases.

Perennially the most advertised U.S. brand, 7 Crown got an estimated $6,750,000 investment last year, about $750,000 more than in 1959. By the company's count, $3,150,000 went into newspapers, $1,850,000 into magazines and $1,100,000 into outdoor. These figures differ somewhat from the estimates in the "Liquor Handbook," an outside source, which gave this breakdown for 7 Crown: Newspapers $2,730,599, magazines $2,087,957. No outdoor was indicated. By the Handbook's estimate, 7 Crown's newspaper investment was fractionally higher than in 1959, but the magazine expenditure was down almost $200,000.

■ A notable development in the Seagram line-up was the increasing investment in Four Roses Antique, a six-year-old Kentucky straight bourbon, first introduced in California in 1958. This is Seagram's big bet in the straight market, where most of the industry growth has been made since World War II. The company estimates the brand got $1,000,000 in newspapers, $50,000 in magazines and $60,000 in outdoor last year. Indications are that another Seagram straight, Old Lewis Hunter, may be given added support.

The regular Four Roses blend got an estimated $2,800,000 investment last year, including about $1,000,000 in newspapers, $950,000 in magazines and $350,000 in outdoor.

The company estimates it put $450,000 into magazines and $715,000 into newspapers for Seagram's Extra Dry gin. For V.O. Canadian, it invested $1,200,000 in newspapers and $1,200,000 in magazines. Wolfschmidt vodka (switched to Papert, Koenig & Lois after only a month at Compton Advertising late in the year) got $80,000 in newspapers and $200,000 in magazines.

Lord Calvert got about $300,000 in magazines and $585,000 in newspapers. Calvert Reserve spent about $1,650,000 in magazines, $1,250,000 in newspapers, and better than $350,000 in outdoor. Carstairs got about $875,000 in newspapers and $125,000 in outdoor. Seagram spent about $1,700,000 to advertise its Scotch imports, Chivas Regal and White Horse.

■ Account changes on the Seagram scene were limited to agencies already on the company roster, a distinct change from the hectic switches at the start of 1960, reported in last year's profile. Last October, Seagram assumed importation of Ronrico rums, and assigned the account to Papert, Koenig & Lois. The business had been at Kenyon & Eckhardt, where it billed about $100,000. In November, Papert, Koenig got another piece of Seagram business, Wolfschmidt vodka. The account had gone to Compton Advertising a month before from Doherty, Clifford, Steers & Shenfield.

Compton, in turn, lost the Wilson brand from the Four Roses stable. Wilson went to Sullivan, Stauffer, Colwell & Bayles, which also handles Calvert Reserve and Hunter. Last May, a few months after Seagram acquired Leroux cordials, it assigned the account to Daniel & Charles. The business

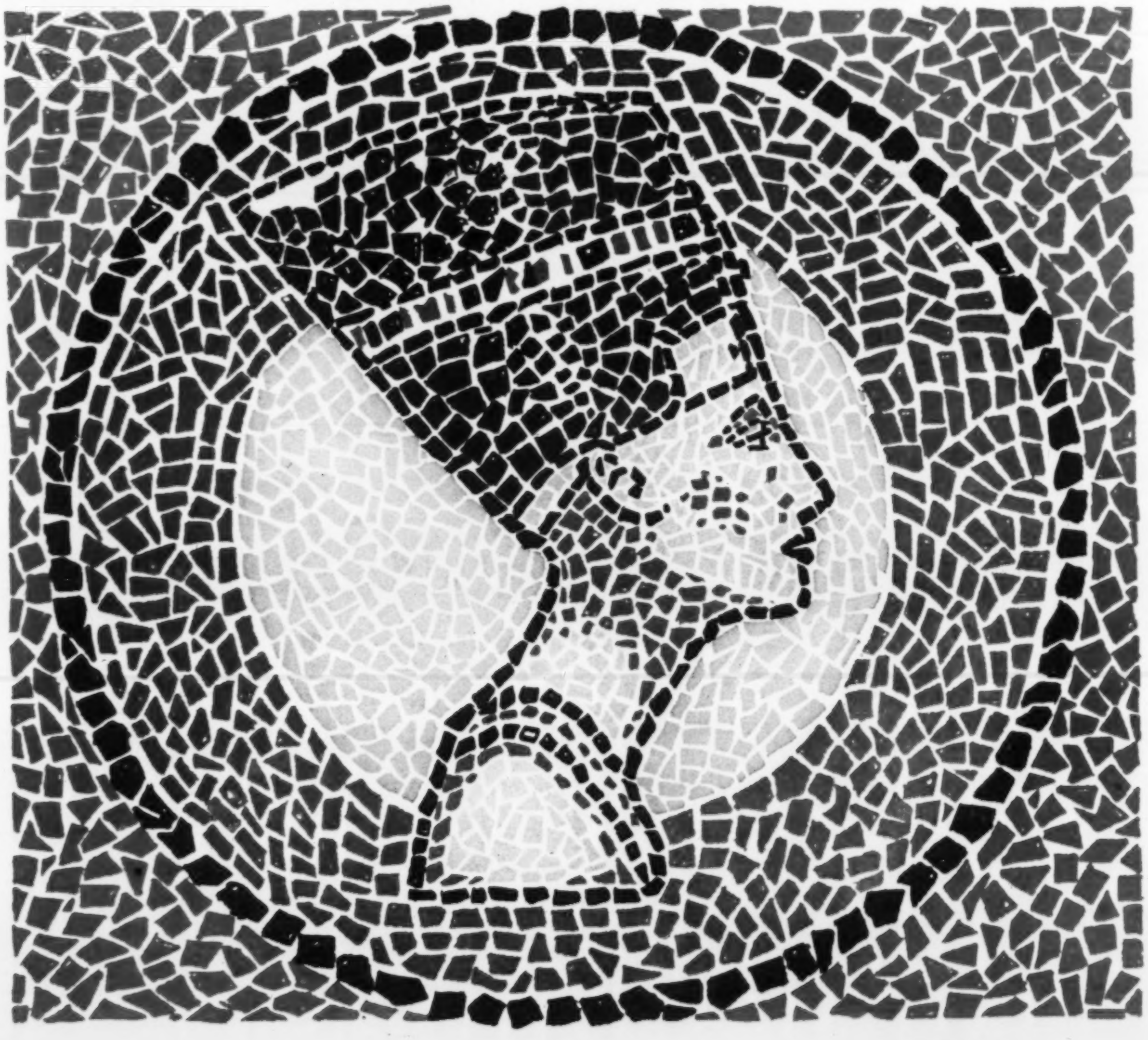
CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

This intricate mosaic based on the sculpture of Queen Nefertite is an example of one of the oldest known forms of art . . . the creation of a design from many small pieces of stone.

For the creation of sales, depend on WFMY-TV to bring together 2.3 million viewers and produce results for you in the nation's 44th TV market.*

For full details about WFMY-TV's creative abilities in the growing Industrial Piedmont, call your H-R-P representative today.

*Source: Television Magazine, 1960 Data Book

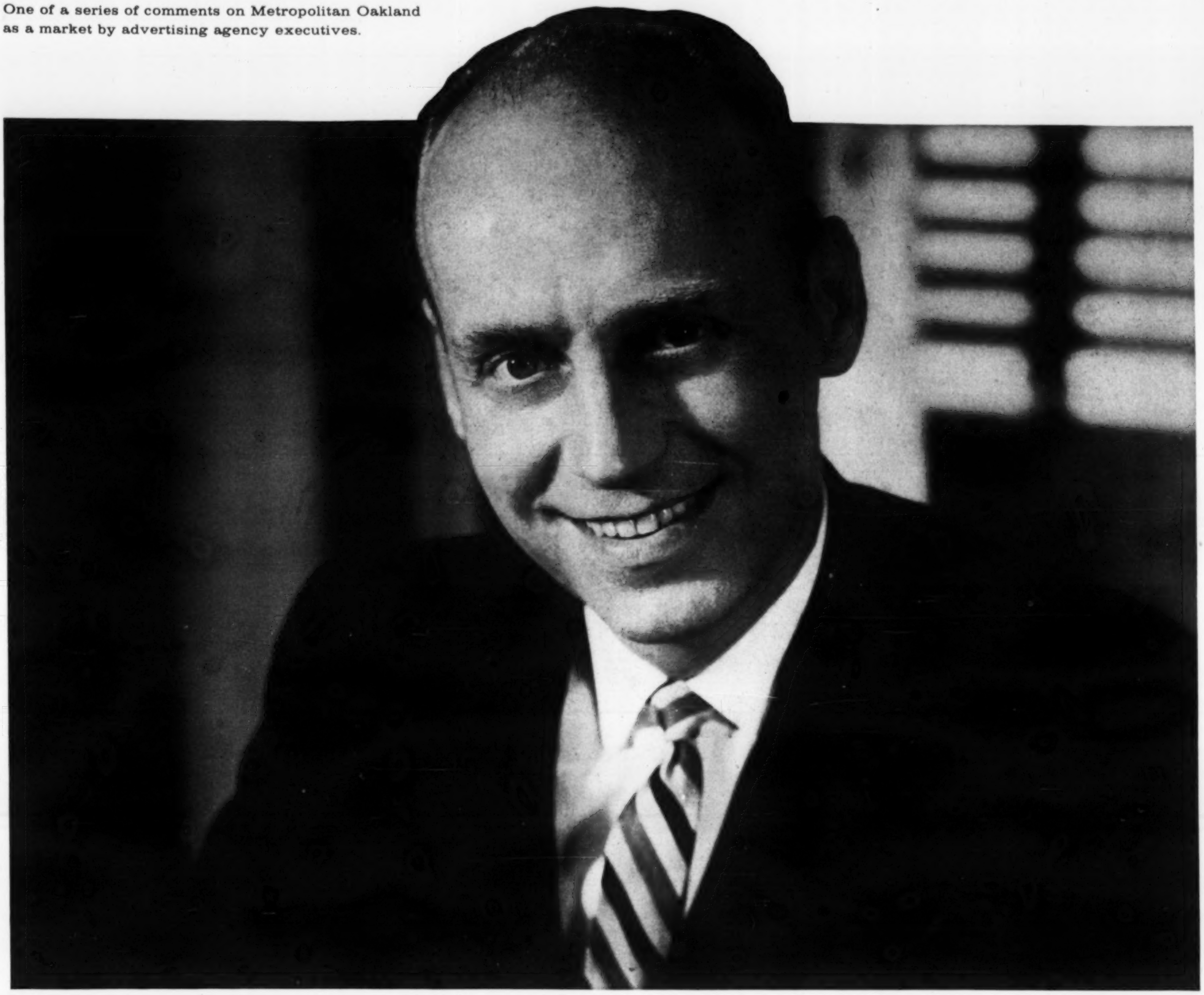


SEAL OF GOOD PRACTICE
CHARTER SUBSCRIBER

wfmy-tv
GREENSBORO, N. C.
'NOW IN OUR 12TH YEAR OF SERVICE'
Represented by Harrington, Righter and Parsons, Inc.

CHANNEL 2
CBS

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.



"Alameda County offers one of the best opportunities for expanding your market."

Statements such as the above are appearing with increasing regularity in market analyses delivered to our clients. And, statements like this can only be justified if they are supported by strong evidence of real growth.

Over the years we, like other marketing-minded agencies, have been impressed by the dynamism of Alameda County. Its continued population explosion accompanied by corresponding growths in the number and size of its industrial and commercial enterprises give us all the important reasons for singling out Alameda County for special promotional emphasis.

J. WESLEY ROSBERG
Senior Vice President and
Director of Marketing
BUCHEN ADVERTISING, INC., Chicago

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

National Representatives:
CRESMER & WOODWARD, INC.

Member Metro Sunday Comics Network

GO BIG.. BE BIG
In the TRIBUNE...

*GREATEST HOME DELIVERED
CIRCULATION IN
NORTHERN CALIFORNIA

had been with J. M. Korn & Co., Philadelphia.

On the media front, Seagram reported some misgivings about the newspaper discount system. The company treated the discount plans as an experiment, but felt the whole system was unwieldy.

The company had a brief hassle with New York wholesalers at the start of the year, but it soon blew over. Seagram offered to sell direct to retailers in metropolitan New York to counter a decision by wholesalers to eliminate the traditional 1% discount to retailers for cash payment within 10 days. The company's list prices to retailers included the discount.

■ Seagram's executive roster remained relatively unchanged. Following the resignation late in the year of Harry P. Herrfeldt, exec vp in charge of sales at General Wine & Spirits Co., Jerome A. Newman was promoted from national sales manager for Seagram's 7 Crown to vp of the General Wine & Spirits Co.

Last October, Jon Sobotka, director of advertising and sales promotion of General Wine, also resigned. He was succeeded by Sanford Greenwald, an account executive at Benton & Bowles, who took the title of national ad manager.

The company reported one difference from the media expenditures gathered by AA from its usual sources, the various statistical bureaus and associations. While AA reported business publications got $220,000 last year, Seagram reported an investment there of $806,412.

ADVERTISING EXPENDITURES*

	1960	1959
Newspapers	$11,654,170	$11,373,763
Magazines	10,876,273	11,994,197
Farm Publications	——	7,650**
Business Publications†	806,412	250,000
Spot Television‡	1,597,570	1,973,000
Outdoor	2,530,717	1,114,428
Spot Radio	——	415,000**
Total Measured	26,878,730	28,706,637
Total Unmeasured	8,121,270	8,233,200
Estimated Total Expenditure	35,000,000	36,939,837

*Includes measured figures from AA's usual sources.
**For Pharmacraft.
†For Seagram-Distillers.
‡For Joseph E. Seagram.

DISTILLERS CORP.— SEAGRAMS LTD.

MARKETING PERSONNEL

Samuel Bronfman, president
Allan Bronfman, vp

JOSEPH E. SEAGRAM & SONS

MARKETING PERSONNEL

Edgar M. Bronfman, president
George P. MacGregor, vp in charge of advertising and merchandising
Douglas S. Clark, assistant vp, advertising and media director

THE HOUSE OF SEAGRAM INC.

MARKETING PERSONNEL

Victor A. Fischel, president
John E. Finneran, executive vp

Public Relations

Harry N. Bulow, vp
Gil Rabin, director

Market Research

Irving Scharf, manager of market research and analysis

SEAGRAM-DISTILLERS CO.

MARKETING PERSONNEL

Sales

Herbert W. Evenson, executive vp
Lionel W. Greer, director of sales planning
Arthur F. Murphy, national sales manager for Seagram's 7 Crown
Benjamin B. Stein, national sales manager for Seagram's V.O.
Kent J. Tagge, national sales manager for Seagram's Extra Dry gin
Eugene Feen, merchandising manager

Advertising

George E. Mosley, vp in charge of advertising and sales promotion
Charles H. Weissner Jr., advertising manager
Edward D. McCabe, national sales promotion manager

Public Relations

Philip Weiner, manager

ADVERTISING AGENCY

Warwick & Legler, New York—Seagram's 7 Crown, Seagram's V.O., Seagram's Extra Dry gin and Seagram's institutional advertising—H. Paul Warwick, management supervisor; John A. Malloy, Fred Baldwin and John F. Welsh, account executives.

CALVERT DISTILLERS CO.

MARKETING PERSONNEL

Sales

Harold S. Lee, exec vp and managing director
Roy I. Flint, general sales manager
Andrew C. Zingale, national sales coordinator
LeRoy Glucksberg, national brand manager, Lord Calvert
Harry Fox, national brand manager, Carstairs White Seal

Advertising

John M. Toland, director of advertising and sales promotion
Walter Houghton, advertising manager
Leonard Asher, sales promotion manager

Public Relations

John L. Brady Jr., manager

ADVERTISING AGENCIES

Compton Advertising, New York—Lord Calvert, Carstairs White Seal and Calvert 100% Dry gin—Jack Owen, account supervisor; Harvey Volkmar, Carstairs and Calvert gin account executive; John J. Malone Jr., Lord Calvert account executive.

Sullivan, Stauffer, Colwell & Bayles, New York—Calvert Reserve—Brown Bolte, management supervisor; Roy Gordon, account supervisor; Fred Yoska, account executive.

FOUR ROSES DISTILLERS CO.

MARKETING PERSONNEL

Francis M. Fitzmaurice, exec vp
A. C. Fletcher, vp in charge of national sales for Four Roses whisky
Joseph E. Flick, national sales manager in charge of Antique bourbon
John Harrison, national sales manager in charge of Paul Jones and Wilson whiskies

Advertising

Jack Kaduson, vp in charge of advertising and sales promotion
Bradley Houghton, advertising manager
Mort Mazor, national sales promotion manager

Public Relations

Emil A. Pavone Jr., manager

ADVERTISING AGENCIES

Young & Rubicam, New York—Four Roses whisky, Antique bourbon—Jerome Entis, account supervisor; Joseph Bracken, Four Roses account executive; Walter Darragh, Antique bourbon account executive; Ralph Armstrong, merchandising.

Compton Advertising, New York—Paul Jones whisky—Jack Owen, account supervisor; John J. Malone Jr., account executive.

Sullivan, Stauffer, Colwell & Bayles, New York—Wilson whisky—Brown Bolte, management supervisor; Roy Gordon, account supervisor; Fred Yoska, account executive.

GENERAL WINE & SPIRITS CO.

MARKETING PERSONNEL

Sales

Jerome A. Newman, vp
Walter A. Stumpf, national sales manager
Kingsley Bleimeyer, national sales manager for Chivas Regal, Chivas Royal Salute Scotch
William N. McCormick, Ronrico sales manager

Advertising

Sanford Greenwald, advertising manager
Daniel J. Mahoney, sales promotion manager

Public Relations

Ruth Zorn, manager

ADVERTISING AGENCIES

Compton Advertising, New York—Myers Planters Punch Jamaica rum, Jack Owen, account supervisor; Roger Harrison, account executive.

Young & Rubicam, New York—Chivas Regal Scotch—Jerome Entis, account supervisor; Ralph Gates, account executive.

Papert, Koenig & Lois, New York—Wolfschmidt vodka, Ronrico rum—Robert G. Lourie, account executive; Norman Grulick, account supervisor.

KESSLER DISTILLERS CO.

MARKETING PERSONNEL

Sales

Jack Wishny, exec vp

Advertising

Murray Koff, director of advertising and sales promotion
Bernard Stolbof, national sales promotion manager

Public Relations

John H. Limpert Jr., representative

ADVERTISING AGENCIES

Warwick & Legler, New York—Kessler Smooth as Silk whisky, Gallagher & Burton whiskies, Kessler Distilled London Dry gin—Walter T. Sattler, account executive.

Handi-Wrap keeps sandwiches sooo much fresher!
Costs so little you can use it instead of wax paper!
Handi-Wrap

BIG PUSH—*Full-color page in Woman's Day this month is part of Dow Chemical Co.'s drive for Handi-Wrap polyethylene wrap, now competing against waxed papers.*

Sullivan, Stauffer, Colwell & Bayles, New York—Hunter blended whisky, Hunter liqueur—Brown Bolte, management supervisor; Roy Gordon, account supervisor; Fred Yoska, account executive.

LEROUX & CO.

MARKETING PERSONNEL

Alfred Strasburger, general sales manager

ADVERTISING AGENCY

Daniel & Charles, New York—Joseph H. Mintzer, account executive.

BROWNE-VINTNERS CO.

MARKETING PERSONNEL

Sales

Byron G. Tosi, president
Harold Herschfield, vp and national sales manager

Advertising

Irving S. Meisel, advertising and sales promotion manager

Public Relations

Benjamin A. Raubvogel, director

ADVERTISING AGENCIES

Compton Advertising, New York—White Horse Scotch—Jack Owen, account supervisor; Roger Harrison, account executive.

Lawrence C. Gumbinner Advertising, New York—Noilly Prat vermouths, Mumm's champagne, Martell cognac, Brolio Classico chianti, Danish Cherry Kijafa wine, B & G French wines, Nectarose Vin Rose D'Anjou—Chester Herzog, account executive.

PHARMACRAFT LABORATORIES

MARKETING PERSONNEL

Dr. Edward F. Sheckman, president
Mauri Edwards, vp in charge of marketing

Sales

Alan Woltz, general sales manager

Advertising

Richard Hartman, advertising brand manager in charge of Fresh deodorants and Ting antiseptic medicated cream
Philip E. Ernst, advertising brand manager in charge of Coldene cold medicines and Allerest antihistamine

ADVERTISING AGENCIES

Daniel & Charles, New York—Fresh deodorants, Ting—Jerry J. Gordon, account supervisor.

Papert, Koenig & Lois, New York—Coldene cold medicines, Allerest antihistamine—Norman Grulich, account executive.

Dow Chemical Co.

	1960	1959
Sales	$781,400,000	$705,400,000
Earnings	82,400,000	62,900,000
Advertising	12,689,000	5,395,000

Dow Chemical Co., Midland, Mich., the 70th largest national advertiser, gave more emphasis to consumer product sales and advertising in 1960, a year in which the advertising expenditure was more than doubled to $12,689,000.

The company's sales for 1960 climbed 10.7% to $781,400,000, while net after taxes rose 31% to $82,400,000. A portion of the sales increase was credited to Dow's overseas sales expansion program. International sales have increased nearly 20% annually, the company reported, while domestic sales show a 12% to 14% rate of growth.

The company reported that 1960 total sales were divided as follows: Chemicals 51%, plastics 36%, magnesium 7% and agricultural chemicals 6%. Despite the increased emphasis on consumer products, the sales breakdown was virtually unchanged from 1959, except for a shift of 1% of total sales from magnesium (which is industrial) to plastics (which includes consumer products).

As part of the new consumer emphasis, a consumer sales product department was established in 1960, with W. L. Nelson appointed manager.

■ Dow Chemical Co. has various divisions, which generally operate with a great deal of autonomy and with separate advertising departments. They include Dobeckmun Co., Cleveland, a plastics converter; Pitman-Moore Co., Indianapolis pharmaceutical house; Dowell division, Tulsa, which services oil wells and equipment; and Dow's textile fibers department, which markets Zefron acrylic fiber.

Pitman-Moore lists its major products as Novahistine preparation for relief of colds, Neo-Polycin, topical antibiotic, and vaccines. The company spent $600,000 in 1960 in measured media advertising, and $800,000 in unmeasured and direct mail, this is a 20% or 25% increase over 1959. The principle medium is direct mail.

Dobeckmun Co. spent $500,000 for advertising in 1960, of which $350,000 was in measured media. This was a 10% increase from 1959. The largest share of the expenditure went to *Business Week* and *Fortune*. Dobeckmun manufactures Saran-Wrap, Dobar and Metalflake, among other packaging products.

■ Dow made a bid for the antifreeze market in March, 1960 when it introduced Dowgard, a year-'round automotive coolant, with a heavy advertising campaign. The new product, designed to replace antifreeze, water and rust inhibitors, bowed with the premiere of the company's network tv program on NBC, "The Dow Hour of Great Mysteries," hosted by the late Joseph Welch. The campaign, one of Dow's two multimillion dollar pushes in 1960, continued into spring and summer with ads in consumer magazines, newspapers, business papers and tv. MacManus, John & Adams handled the campaign.

■ Another heavy drive in the fall, featuring three-page ads in *Life* and *Look* and network coverage on the "Hour of Great Mysteries," introduced Handi-Wrap polyethylene wrap to compete in the waxed paper market. A marketing test on a similar product, Polyfilm, in 1959 was unsuccessful, partially because confused grocers put the product in with Dow's Saran Wrap. Dow and its agency for Handi-Wrap, Norman, Craig & Kummel, saw a necessity for creating a separate product image from Saran Wrap, on the basis of the earlier marketing test.

Dow's new Pinkies, plastic household gloves, were given a test in six markets last spring, but no further plans for the product have been announced by the company.

Saran Wrap was boosted in a fall campaign for consumers and a monthly calendar sent to editors, food publicists and home economists in the food and appliance industries. The campaign, with the theme, "Two Hits for Holiday Entertaining," was based on a premium offer of a hi-fi lp record album, a collection of tunes from two Broadway musicals.

The record was offered for $1 plus proof of purchase, and it was promoted for three months following Oct. 1 with magazine, radio, tv and in-store display advertising. The calendar, mailed monthly, is a two-section item with month and space for daily notations on the top portion, and illustrated seasonal menus, shorts and fillers tied in with different food association promotions featured each month. Saran Wrap and 80 food companies will be promoted in a "Brand Names Cookbook," planned in 1960 and scheduled for August, 1961, distribution. The book has 400 pages of recipes, specifying brand names, and 48 pages of color photography, a menu planning section and suggestions on service, decoration, etc.

Zefran acrylic fiber was promoted in a month-long campaign in 1960, with concentration on spot tv in eight markets and multiple-page ads in national women's magazines and the *New York Times* Sunday magazine.

■ Dow crab grass killer was introduced late last December with heavy promotion waiting until spring. A strong pre-season drive in business publications was followed by a magazine drive, starting in March. Then came additional advertising in magazines, Sunday supplements, newspapers and radio, scheduled to cover individual dealers' markets. The product was marketed in 14 north central and eastern states this year. The company reported plans for expanding "backyard" items to include a wide line of lawn and garden equipment, with promotions set for 1962.

In April of 1960, Dow added a new division, Dow Industrial Service, with headquarters in Cleveland. The new division provides services and products for the municipal and industrial waste and water field.

Magazine advertising zoomed from $323,000 in 1959 to $1,384,000 in 1960. The heavy campaigns for Saran Wrap, Dowgard and Handi-Wrap accounted for a great part of this increase. The "Dow Hour of Great Mysteries" was largely responsible for a network tv expenditure increase to $2,891,000 from 1959's $501,000.

The only agency change was the addition of Norman, Craig and Kummel, New York, to handle the new Handi-Wrap account. MacManus, John & Adams, Bloomfield Hills, Mich., continued as agency for Saran Wrap, agricultural chemicals, industrial chemicals and plastics, metals, magnesium, and the new Pinkies gloves, and took on advertising for the new Dowgard account and Dow crab grass killer.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 2,199,000	$ 185,000
Magazines	1,384,000	323,000
Farm Publications	245,000	63,000
Business Publications	1,473,000	1,476,000
Network Television	2,891,000	501,000
Spot Television	144,000	385,000
Spot Radio	468,000	84,000
Outdoor	5,000	8,000
Total Measured	8,729,000	3,025,000
Network Radio	78,000	55,000
Tv Talent, Production	390,000	108,000
Print Production	639,00	500,000
Other Unmeasured	2,853,000	1,707,000
Total Unmeasured	3,960,000	2,370,000
Total Expenditure	12,689,000	5,395,000

MARKETING PERSONNEL

D. K. Ballman, vp of marketing, purchasing and distribution

Sales

William R. Dixon, director of sales
G. J. Williams, general sales manager

Sales Managers

W. W. Allen, agricultural chemicals
L. B. Grant, chemicals
H. A. Humble, magnesium
D. H. Gilmore, metal products
A. A. Butterworth, plastics
W. L. Nelson, consumer products

Advertising

Millard J. Hooker, advertising manager
W. F. Richards, industrial advertising supervisor
B. F. Ellis, consumer advertising supervisor

Marketing

C. A. Bryant, merchandising manager, agricultural chemicals
J. L. Sherk, merchandising manager, chemicals
Clay Dickey, merchandising manager, DMP Co.

PHOTO BY CORRY

Concentrated COVERAGE where it counts...

Just as the right hat can provide the sparkle and magic touch of success for milady's wardrobe, a successful marketing program can depend largely on a dominant advertising medium powerfully concentrated in the most profitable markets.

Build sales leadership for your product by concentrating a sizable part of your advertising effort in the FIRST 3 markets of New York, Chicago and Philadelphia—which account for about 1/7 of all Drug sales, 1/6 of Food sales, 1/5 of Furniture, Furnishings and Appliance sales, and 1/4 of total U.S. Apparel sales.

In these compact, most profitable markets you need much more than regional portions of thin-coverage "national" media or the "now you have it, now you don't" audience of the ephemeral T.V. or radio sales message. Within these three top markets there is no substitute for FIRST 3 MARKETS' dominant 54% COVERAGE of all families.

Concentrate COVERAGE where it counts . . . with FIRST 3 MARKETS GROUP.

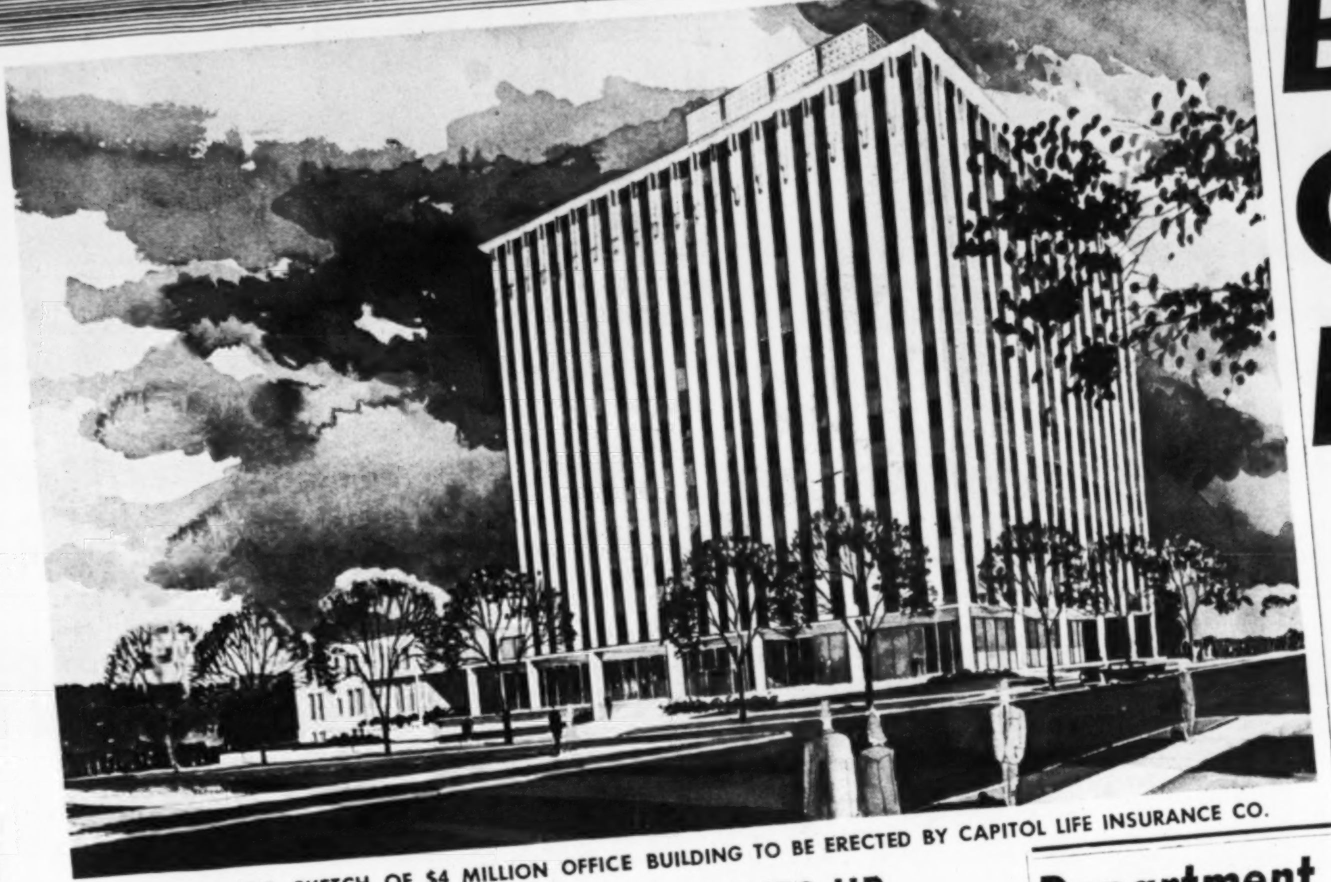
THE GROUP WITH THE SUNDAY PUNCH

FIRST 3
MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • **CHICAGO** 11, Ill., Tribune Tower, SUperior 7-0043 • **SAN FRANCISCO** 4, Calif., 155 Montgomery Street, GArfield 1-7946 • **LOS ANGELES** 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557



ARCHITECT'S SKETCH OF $4 MILLION OFFICE BUILDING TO BE ERECTED BY CAPITOL LIFE INSURANCE CO.

Post Listed In Top 5 for Color Ads

The Denver Post ranked among the top five newspapers in volume of color ads in regular news sections in the latest monthly Hoe Color Report reported by the Associated Press from New York City Saturday.

Hoe reported the 7,400,000 lines of color advertising used in newspapers in May was the highest total since October, 1958.

Others in top spots were the Milwaukee Journal, Los Angeles Times, Miami Herald and Minneapolis Star & Tribune.

Mountain Fun Spot In Works

The mountain town of Breckenridge, on the banks of the Blue River 83 miles west of Denver, is being rejuvenated into a year-round recreation area by a group of Kansas investors.

The privately financed, multimillion dollar project is headed by Claude Martin, former Wichita, Kan., builder now serving as vice president and resident general manager for Summit County Development Corp.

Martin said his firm has a 10-year development program worked out by Harman, O'Donnell and Henninger, Denver professional planners.

The corporation already has completed construction of 10 Alpine-type apartment units, a six-lane, fully automatic bowling center and a new Al-

DOWNTOWN MOVES UP

Capitol Life Co. Orders Building; Cost $4 Million

By WILLARD HASELBUSH
Denver Post Business Editor

Denver's downtown area took a step uphill to the east Saturday with announcement by Capitol Life Insurance Co. that it will start construction immediately on an 11-story office building at E. 16th Ave. and Grant St.

The $4 million office building will rise atop Capitol Hill a block from the Farmer's Union Building at E. 16th Ave. and Sherman St. It will be an eastern, hilltop outpost in the new uptown complex of such major structures as the Denver U.S. National Bank Center, the Denver Hilton Hotel and the Petroleum Club Building.

The structure will be known as the Capitol Life Building. It will be architecturally blended to form a complex with the present two-story, white marble Capitol Life home office at E. 16th Ave. and Sherman St.

H. Smith Hagan, president and chief executive officer of Capitol Life, said the construction project "is tangible evidence of our optimism about the future growth of Denver." He said offices of the insurance firm will occupy a portion of the new structure. The balance will be leased.

The building will contain more than 100,000 square feet. It will occupy half a major off-street parking facility created more than a year ago by demolition of several old Capitol Hill mansions acquired by the insurance company.

Hagan said an underground parking level will be built on the remaining half of the parking lot, topped off by an off-street

James Manning, the architect who designed the present Capitol Life home office built in 1926.

Capitol Life Insurance Co. was founded in Denver in 1905 by a group of leading businessmen. It was sold in 1957 to Associates Investment Co., a national financial organization.

The Denver-based firm is licensed in 34 states, including Alaska and Hawaii, and is an old-line legal reserve company selling a full line of ordinary life insurance, group, accident and sickness insurance.

The firm's 1960 annual statement showed insurance in force of $1.24 billion. Its total assets as of Jan. 1 were $52,544,000.

Capitol Life's board approved final construction plans this week. A building permit will be taken out Monday and construction will begin at once. The building was planned to far exceed all city zoning requirements.

N. G. Petry Construction Co. general contractor and

Department Store Sales Show Gains

Department store sales in Denver are holding their pace well ahead of corresponding 1960 volume, the Kansas City Federal Reserve Bank reports.

Sales here in the week ended July 15 were 10 pct. above like volume last year.

For the four weeks ended July 15 sales were 8 pct. ahead of last year and for the year to date were 7 pct. higher.

The pace here was well ahead of the 10th Federal Reserve District as a whole, which registered gains of 2 pct. for the week, 3 pct. for four weeks and 5 pct. for the year to date.

The district includes Colorado, Wyoming, Nebraska, Kansas, Oklahoma and parts of New Mexico and Missouri.

Building Is Rising Rapidly

Steel started rising this week as workmen launched construction of the structural frame of the 24-story Western Federal Savings skyscraper at 17th and California Sts.

The steel beam frame for the $6.5-million skyscraper is set for "topping off" in late November.

There is no sound of riveting in downtown Denver as the frame moves up.

Officials of Burkhardt Steel Co. of Denver said the crew of 35 steelmen are using a silent method of construction, using high tensile bolts which are welded in place as each beam is positioned.

The same method was used

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3 Million In 2000 Predicted

Population of the De
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Planning Division sa
Thursday.

Projections by the di
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as high as 5 million
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Colorado's population i
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in the Denver metro
area.

The unofficial Pla
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mittee of the State Legi
headed by Rep. John
(R) of Longmont.

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said.

Maximum growth c
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485,000 and 358,000;
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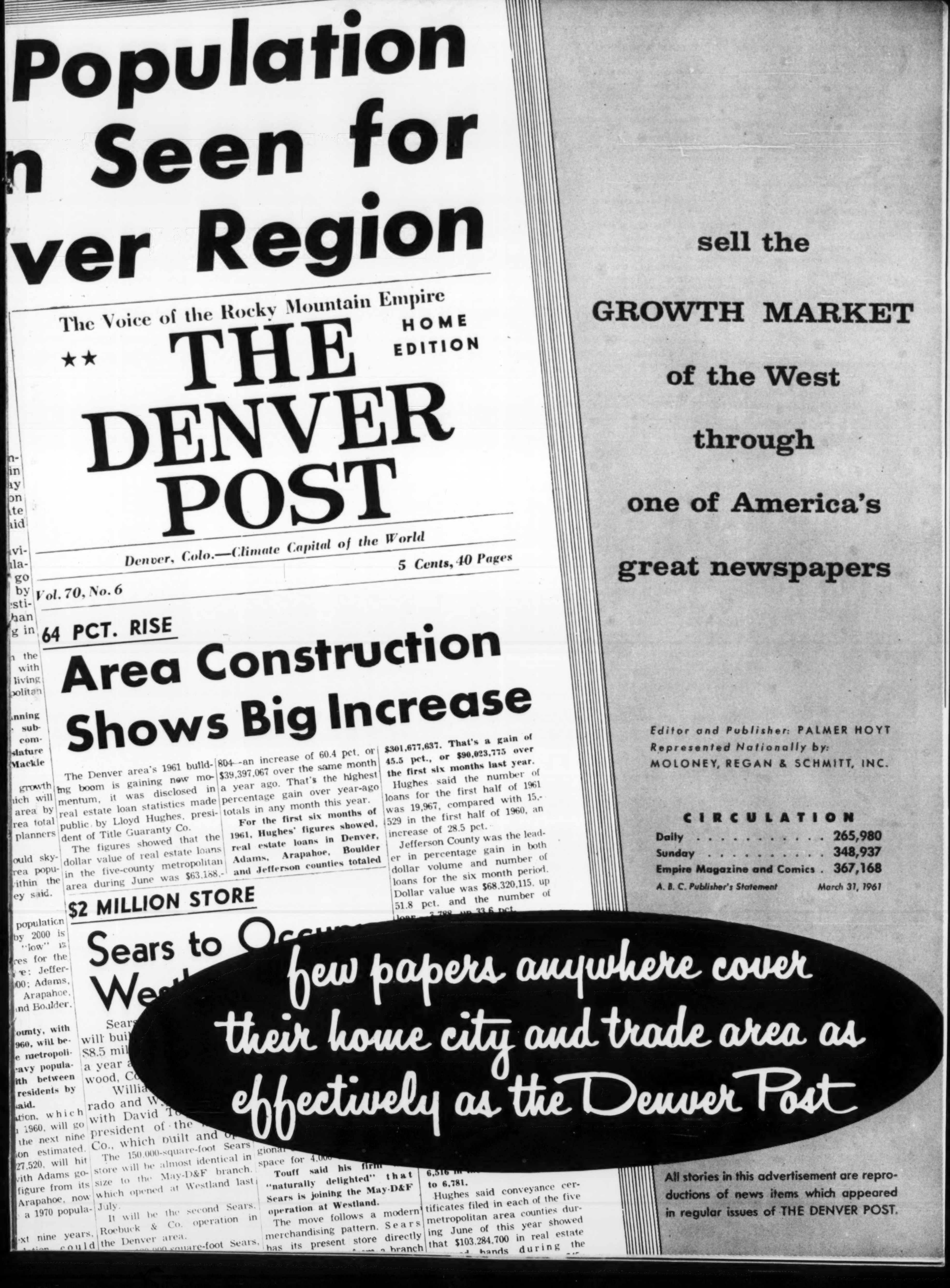

Population
n Seen for
ver Region

The Voice of the Rocky Mountain Empire

★★ **THE DENVER POST** HOME EDITION

Denver, Colo.—Climate Capital of the World

5 Cents, 40 Pages

Vol. 70, No. 6

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64 PCT. RISE

Area Construction Shows Big Increase

The Denver area's 1961 building boom is gaining new momentum, it was disclosed in real estate loan statistics made public by Lloyd Hughes, president of Title Guaranty Co.

The figures showed that the dollar value of real estate loans in the five-county metropolitan area during June was $63,188,804—an increase of 60.4 pct. or $39,397,067 over the same month a year ago. That's the highest percentage gain over year-ago totals in any month this year.

For the first six months of 1961, Hughes' figures showed, real estate loans in Denver, Adams, Arapahoe, Boulder and Jefferson counties totaled $301,677,637. That's a gain of 45.5 pct., or $90,023,775 over the first six months last year.

Hughes said the number of loans for the first half of 1961 was 19,967, compared with 15,529 in the first half of 1960, an increase of 28.5 pct.

Jefferson County was the leader in percentage gain in both dollar volume and number of loans for the six month period. Dollar value was $68,320,115, up 51.8 pct. and the number of loans 7,788, up 33.6 pct.

6,516 in

to 6,781.

Hughes said conveyance certificates filed in each of the five metropolitan area counties during June of this year showed that $103,284,700 in real estate hands during the

$2 MILLION STORE

Sears to Occu
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Co., which built and op

The 150,000-square-foot Sears store will be almost identical in size to the May-D&F branch, which opened at Westland last July.

It will be the second Sears, Roebuck & Co. operation in the Denver area.

gional
space for 4,000

Touff said his firm "naturally delighted" that Sears is joining the May-D&F operation at Westland.

The move follows a modern merchandising pattern. Sears has its present store directly

few papers anywhere cover their home city and trade area as effectively as the Denver Post

sell the

GROWTH MARKET

of the West

through

one of America's

great newspapers

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

CIRCULATION

Daily	**265,980**
Sunday	**348,937**
Empire Magazine and Comics	**367,168**
A. B. C. Publisher's Statement	*March 31, 1961*

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

Gage Olcott, merchandising manager, industrial plastics
G. G. Fritts, brand manager, Dowgard
H. B. Ducker, brand manager, Handi-Wrap
B. E. Foster, brand manager, Saran Wrap and Pinkies

ADVERTISING AGENCIES

MacManus, John & Adams, Bloomfield Hills, Mich.—(consumer) Saran Wrap, Dowgard, Dow crab grass killer, Pinkies and (industrial) agricultural chemicals, chemicals, plastics, metals, magnesium—Robert Garrison, account executive.

Norman, Craig & Kummel, New York—Handi-Wrap—Warran Fales, account executive.

DOBECKMUN CO.

Cleveland

MARKETING PERSONNEL

Sales

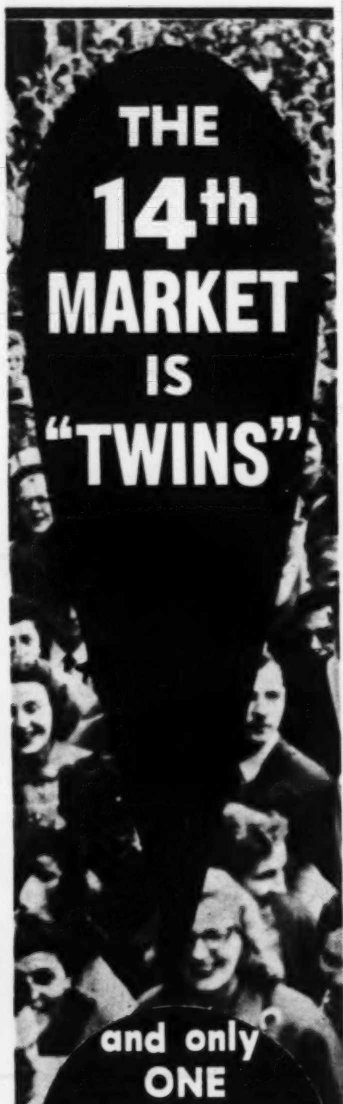
R. S. Jones, general sales manager

Advertising

Michael Caparon, manager, advertising department

ADVERTISING AGENCY

Chirurg & Cairns, New York—Julia Morse, account executive.



*Ramsey, Dakota and Washington Counties

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives
RIDDER-JOHNS, INC.
New York - Chicago - Detroit
San Francisco - Los Angeles
St. Paul - Minneapolis

PITMAN-MOORE CO.

Indianapolis

MARKETING PERSONNEL

Sales

Stuart E. Ruch, vp for marketing

Advertising

John F. Gallaway, director of advertising

ADVERTISING AGENCY

Jordan, Sieber & Corbett, Chicago—Charles Gordan, account executive.

DOWELL DIVISION

Tulsa

MARKETING PERSONNEL

Sales

Ralph H. Smith, director of sales

Advertising

Chad J. Steward, advertising manager

ADVERTISING AGENCY

Rives, Dyke & Co., Houston—Jean W. Brown, account executive.

TEXTILE FIBERS DEPARTMENT

Midland, Mich.

MARKETING PERSONNEL

Advertising

Harry Barrow, advertising manager

ADVERTISING AGENCY

Norman, Craig & Kummel, New York—Zefran textile fibers.

E. I. du Pont de Nemours & Co.

	1960	1959
Sales	$2,142,600,000	$2,114,300,000
Earnings	381,400,000	418,695,610
Advertising	39,388,000	33,178,000

Du Pont, Wilmington, Del., the 14th largest national advertiser, increased its advertising nearly 18% to $39,388,000 last year.

The advance came on the heels of a 10% boost in 1959 expenditures.

While a new high was achieved in sales, Du Pont's earnings tailed off last year as a result of "pressure on prices in a highly competitive economy together with a steady rise in costs."

Sales in the first half of 1961 were $1,076,000,000, down 2% from 1960's first half. Net income dropped to $188,600,000 from $202,900,000. Total Du Pont foreign business in 1960 amounted to $363,000,000, a $63,000,000 gain over 1959.

Du Pont product trends in 1960:

- Fibers—demand was strong until the last quarter. A new yarn, Antron, was offered. This improves the luster and coverage of many types of apparel and home-furnishings fabrics. "Demand exceeded supply" on Type 501 textured filament yarn, which was developed specifically for carpets and upholstery. More than 35% of all tires produced in the U.S. and about half of all replacement tires, sold for trucks and cars, were made with nylon cord. Dacron sales increased.
- Plastics—sales continued to rise, but growing competition caused price reductions in polyethylene and nylon resins.
- Films—cellophane again led the packaging film market; polyethylene film was introduced; Mylar polyester film "continues to grow in popularity, particularly for industrial and specialized packaging applications." Two new films—Teflon and Tedlar—were undergoing market development.
- Photo Products—Dycril photopolymer printing plates, a new concept in printing, were sold "in increasing quantities" last year. Dycril combines the best features of offset and letterpress printing and offers time and labor savings. Du Pont said it believed the plates would "penetrate into all segments of the printing industry, including books, magazines, packaging and other general commercial applications."
- Paints—Lucite acrylic latex wall paint last year got "outstanding trade and consumer response" in trial markets. It is now being distributed nationally and is receiving "extensive" advertising.
- Anti-knock Compounds—Du Pont started marketing two additional anti-knock products "which should promote further acceptance of our gasoline additives." These were tetramethyl lead and Tetramix.

■ Early last August, Du Pont outlined the greatest advertising campaign it had ever undertaken to introduce a consumer product. This reported $4,000,000 operation was for Telar, its new never-drain anti-freeze and summer coolant. The multi-million-dollar drive, it was clear, was designed to wrest a share of the anti-freeze market dominated by Prestone (Union Carbide), and to challenge the new Dowguard (Dow Chemical), which was described as the "first all-year cooling system."

By November, however, it seemed clear that Prestone was still holding its lead in the $300,000,000-a-year anti-freeze market. According to Union Carbide, the competition's new long-life products were hampered by these factors: (1) They contained water, "and what they are doing is asking their customers to buy water" (Dowgard contains water, but Du Pont's Telar does not) and (2) "they are asking customers to change their habit patterns" (draining cooling systems each spring").

Du Pont also launched its largest warm weather hosiery campaign last summer. And it increased its television emphasis on carpet nylon and Orlon acrylic fiber applications to carpets. The company started a new drive for its Lycra Spandex fiber, and last fall scheduled a push for sweaters made of Orlon. Du Pont promoted its automotive waxes, polishes and sponges in commercials purchased in television coverage of the political conventions.

■ The company's $5,500,000 expenditures in magazines last year included such outlays as $633,131 for Dacron fibers in men's apparel; $401,564 for Nylon fibers in household use; $497,795 for home paints; $380,741 for Nylon fibers in women's fabrics, and $359,891 for Dacron fibers in women's apparel.

Its $7,500,000 outlay for network television included such appropriations as $1,225,956 for Nylon fibers for all but apparel uses, $539,479 for Du Pont fibers for apparel fabrics, $849,189 for Nylon and Orlon fibers for apparel fabrics, and $840,500 for Du Pont institutional.

In newspapers, which got $2,460,000 of Du Pont's advertising last year, the front-running categories were Telar anti-freeze, $692,000; Dacron, $413,364; Orlon $233,629; institutional, $360,022; Zerex, $173,114, and Vinyl upholstery, $100,166.

■ Du Pont, a pioneer in research on the effectiveness of advertising, disclosed last March that it was spending about $450,000 annually in this area. A five-man advertising research section, organized in 1957, has been aiming at finding out whether its advertising appropriation should be moved up or down, and what effects such movement would have. The research team includes two experimental psychologists, an operations research specialist, a statistician and a chemical engineer.

Three Du Pont research projects have covered tv ratings, the process underlying the relationship between consumer advertising and consumer sales response, and the sales effect of industrial advertising. On tv ratings, the company hoped to develop a method of measuring the effectiveness of its television commercials, with the aim of developing principles of tv advertising.

■ Du Pont's "Project Salad," an attempt to establish the relationship between advertising input and sales output, was reported successful last October. Michael H. Halbert, the operations researcher with the company, said that the experiment involved one of Du Pont's product marketing programs. "For this product class," he reported, "we can predict the market share for Du Pont and for each of its major competitors with a surprisingly high degree of accuracy. This prediction can be made, utilizing the knowledge of advertising expenditures in the territories and distribution structure . . . Once we can predict market share, and thus total sales, we can compute the gross profit for any suggested advertising budget level."

■ Du Pont, "with about 79% of its sales going to other companies for use in their own plants or products," also has consumer lines, with about 27% of its product advertising in the consumer area. In 1960, the company advertised in 1,583 business and consumer publications, including newspapers. It used 511 foreign publications, 1,942 telephone directories, and 1,184 radio and tv stations. Featured in the advertising were 1,200 different products and product lines.

Joel Edward Dean, who became director of the advertising department at the start of 1960, succeeding F.A.C. Wardenburg, announced this spring that Du Pont would spend about $43,000,000 for advertising in 1961. According to Mr. Dean, Du Pont's advertising costs average about 2¢ for every sales dollar.

■ In February Du Pont, bucking a trend toward sage, formula-type program buying, announced it would try to put some variety and excitement into Sunday night with an ambitious no-definite-format series called "Du Pont Show of the Week." This series is to be telecast beginning Sept. 17 on NBC. Program costs have been budgeted at $200,000 per hour. The show will replace "Du Pont Show of the Month" and the June Allyson dramas.

About 300 persons handle advertising for Du Pont. This includes people in administrative positions as well as specialized groups in exhibits, visual aids, advertising research, control, purchasing, management and personnel. They are concerned with more than 75 separate advertising budgets.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 2,460,342	$ 1,806,412
Magazines	5,383,174	5,565,963
Farm Publications	259,634	289,793
Business Publications	3,499,000	2,637,000
Network Television	7,558,622	4,684,494
Spot Television	399,730	481,250
Outdoor	633,109	296,663
Total Measured	20,193,611	15,761,575
Total Unmeasured	19,194,389	17,416,425
Estimated Total Expenditure	39,388,000	33,178,000

MARKETING PERSONNEL

Advertising

J. Edward Dean, director of advertising
Edward J. Pechin, assistant director of advertising
C. K. Johnson, advertising manager, elastomer chemicals department
R. C. Sickler, advertising manager, dyes and chemical division
J. E. Sly, advertising manager, Freon products division
E. J. O'Brien, advertising manager, petroleum chemicals division
D. L. Hague, advertising manager, fabrics and finishes department—fabrics products
J. P. Swan, advertising manager, automotive household and marine specialties
N. A. Lynn, advertising manager, fabrics and finishes department—industrial and refinish products and exports
G. W. Ware, advertising manager, fabrics and finishes department—trade sales
J. S. Swajeski, advertising manager, electrochemicals and pigments departments
J. B. Dewey, advertising manager, industrial and biochemicals department—biochemicals and nitrogen products
S. C. Wicks Jr., advertising manager, industrial and biochemicals department—industrial chemicals
A. L. Delin, advertising manager, explosives department
W. W. Carty, advertising manager, industrial and biochemicals department—antifreezes
D. C. McSorley, advertising manager, polychemicals department—plastics marketing section: Filaments
B. T. Berry, advertising manager, polychemicals department—marketing section: "Teflon"
J. S. Taylor, advertising manager, polychemicals department—plastics sales section and polyolefins division
Max Rosedale, advertising manager, polychemicals department—plastics products
B. C. Robbins, advertising manager, film department—general advertising and promotion
S. P. Blish, advertising manager, film department—industrial sales
J. K. Goundie Jr., advertising manager, film department—packaging sales
Paul H. Porter Jr., advertising manager, photo products department (consumer products)
E. D. T. Trevorrow, advertising manager, photo products department, industrial products
E. H. Ellis, marketing assistant, textile fibers depaprtment, women's wear
N. J. MacGaffin, advertising manager, textile fibers department, industrial and general advertising
B. J. Clark Jr., advertising manager, textile fibers department, television
J. B. Gillie, marketing assistant, textile fibers depaprtment, men's wear
Charles E. Crowley, advertising manager, general company television program

ADVERTISING AGENCIES

N. W. Ayer & Son, Philadelphia—paints sold through retail channels, photographic products (x-ray, motion picture film and allied products, neoprene synthetic rubber and other elastomers, dyes and fine chemicals, textile fibers, home furnishings—Norton Cotterill, account coordinator.

Batten, Barton, Durstine & Osborn, New York—industrial chemicals, fabrics, finishes, agricultural chemicals, pigments, plastics, textile fibers and packaging and industrial films—Philip C. Carling, management supervisor.

Charles L. Rumrill Co., Rochester, N. Y.—petroleum chemicals and explosives—Bruce Jones, account supervisor.

REMINGTON ARMS CO.

MARKETING PERSONNEL

Sales

Gail Evans, director of sales

Advertising

J. J. Callahan, advertising and sales promotion manager

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, New York—Remington sporting firearms, ammunition, traps and targets, industrial tools and Peter Cartridge division of Remington Arms Co.—Philip C. Carling, management supervisor.

Eastman Kodak Co.

	1960	1959
Sales	$944,761,249	$914,100,436
Earnings	127,062,103	124,680,064
Advertising	35,500,000*	33,000,000*

*Estimated by AA

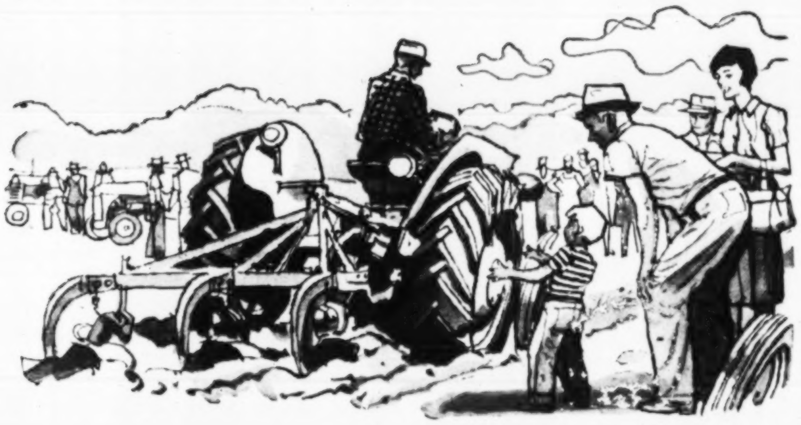
Eastman Kodak Co., Rochester, N. Y., the nation's 17th largest national advertiser, increased its advertising almost 8% to an estimated $35,500,000 in 1960, a peak sales and earnings year.

Sales rose 3.2% and net earnings advanced 1.9%.

Kodak's associate companies outside the U.S. also had record sales: $276,000,000 in 1960, up 10% over 1959's $252,500,000. Their net earnings amounted to $26,500,000, virtually the same as the year before.

The upward trend did not continue into 1961, however, when sales and earnings both dipped during the first half. Net sales were $414,349,963, down from $417,221,947 in the 1960 first half. Earnings dropped 9% to $49,537,957 from $54,958,850 in the previous first half.

■ This 81-year-old pioneer of photography continues to dominate the fast-growing photographic field. It has been estimated that Kodak holds over 75% of the photographic market, including about



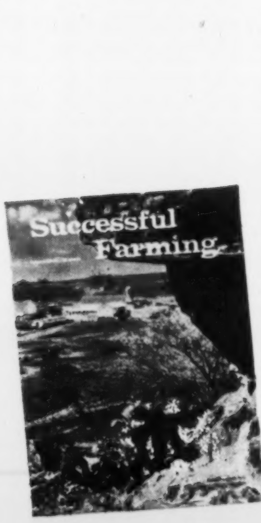
Ego involvement? Heck, yes!

There are gentlemen farmers. Part time farmers. Armchair farmers. But if your life, your capital, your credit, your success, and your family's future are involved in the operation of a farm, you are not academic, aloof, or absent minded about farming! You live with your business. Your errors and omissions are obvious every day—to you, your wife, and your neighbors.

And if you are a quantity producer of corn, wheat, soybeans, beef, pork or milk, SUCCESSFUL FARMING comes close to being your bible. You need it to get the most out of every acre, every cubic foot of building, every hour of daylight, every dollar of investment. You need it to plan your production, to gauge your markets. You don't just read it; you study it, file it and refer to it again. Because it means success in your business, money in the bank!

Your wife is involved in your business, finds this magazine as of much interest as you do. And since her homemaking needs and problems are not those of the urban woman, she finds in SF aids to her work programs, planning, meals, entertainment, home furnishings and decoration.

The medium that means more to its audience means more to its advertisers, gets better reception and response. SF has been meaning more to the country's best farmers for fifty-eight years. And its subscribers are one of today's best class markets, with cash farm incomes about 70% above the national farm average.



If you want your advertising to sell something, put it in SUCCESSFUL FARMING.

And ask any SF office about the selling opportunities in our twelve new State and Regional Editions.

SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

Over Three Fifths of Chicago's City Dwellers are in the dark .

Right now there are 2.6 million people 15 years of age and older living within Chicago's city limits. More than 7 of 10 read a newspaper every day. Yet you *now miss* from 62.8 to 76.6%*—over three-fifths—of these Chicagoans when you advertise in *any one* Chicago daily newspaper.

It's clearer now than ever before. It takes *two or more* newspapers to sell Chicago—and the top two for the money are the Sun-Times and Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 48 to 241 more readers per dollar, from 20 to 185 more unduplicated *city* readers per dollar than any other 2-paper combination.

"Chicago NOW"

*"Chicago NOW," the report on the first Chicago market study ever conducted in consultation with the Advertising Research Foundation, supplies some revealing figures—plus some important new ideas—about selling Chicago. If you don't already have a copy, contact your Sun-Times and Daily News representative today. He'll also have *specific information* on how recent Chicago rate changes have affected the figures in "Chicago NOW."

**Based on 1000 line B/W ad*

• • about your advertising when it
runs in any single daily newspaper

TOP TWO
FOR THE MONEY
CHICAGO
SUN-TIMES
CHICAGO
DAILY
NEWS

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Room 1708, CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.
ATLANTA
LOS ANGELES } Sawyer-Ferguson-Walker Co.
SAN FRANCISCO

Copyright 1961, Field Enterprises, Inc.

Top 25 Network TV Advertisers

Rank	Advertiser	Gross Time Expenditure 1960	Gross Time Expenditure 1959
1.	Procter & Gamble	$46,406,679	$50,293,552
2.	American Home Products	33,376,057	28,109,458
3.	Lever Bros.	28,613,140	32,734,955
4.	General Motors	22,985,033	20,021,744
5.	Colgate-Palmolive	22,511,280	22,478,524
6.	General Foods	18,623,648	20,890,321
7.	R. J. Reynolds	15,891,416	16,123,827
8.	Sterling Drug	15,358,919	12,975,463
9.	General Mills	14,651,707	12,919,237
10.	Brown & Williamson	12,533,149	8,592,953
11.	Texaco	12,161,822	6,198,830
12.	Gillette	12,075,302	13,642,174
13.	Philip Morris	11,245,448	8,595,078
14.	Ford Motor	11,159,933	12,048,187
15.	Liggett & Myers	10,991,624	11,591,507
16.	Bristol-Myers	10,747,288	12,616,707
17.	National Biscuit	10,347,922	7,599,142
18.	Kellogg Co.	9,900,196	7,454,261
19.	American Tobacco	9,701,965	9,881,440
20.	Westinghouse	8,825,165	5,166,205
21.	Alberto-Culver	8,822,038	5,140,407
22.	Chrysler Corp.	8,638,201	9,507,266
23.	National Dairy	8,529,811	6,395,377
24.	S. C. Johnson	8,103,747	7,125,705
25.	P. Lorillard	7,755,281	12,825,558

Source: Broadcast Advertisers Reports and Leading National Advertisers

65-75% of the film market. Some trade sources estimate that Kodak accounts for about 90% of the 8mm and 35mm color film business.

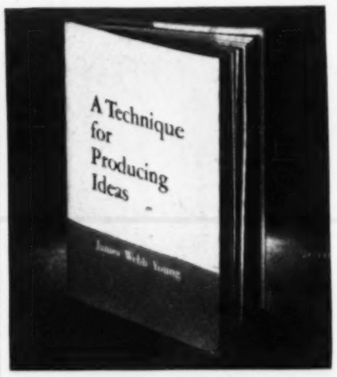
In the field of photo processing, it still retains an estimated 50% of industry dollar volume on Kodachrome and about 15% on Kodacolor, despite the business it lost to independent processors and photo finishers after signing the consent decree in 1954. In this consent decree, the company agreed to sell its color film without a built-in processing charge and to license other companies to process color films and prints.

Photographic products account for about 70% of its sales, but the company is also a leading factor in the manufacture of man-made fibers and plastics, including acetate, acrylic and polyester fibers and acetate and butyrate, propionate, polyethylene and polypropylene plastics.

▪ Sales in 1960 were divided as follows:

- Commercial and professional photographic (films, papers, plates, and equipment for medicine, industry, commerce, photofinishing, science, etc.) rose to 30% of 1960 sales, compared with 29% in 1959.
- Amateur photographic (films, cameras, projectors, photo aids, color processing service, etc.) dropped to 27%, down from 28% the year before.
- Fibers and plastics (man-made fibers, plastics, plastic sheeting, etc.) dipped to 18% from 19% in 1959.
- Chemicals (photographic developers, fixers, industrial and organic chemicals, etc.) rose to 10% from 9% in 1959.
- Professional motion picture film (negative and positive films for the industry) advanced to 9% of sales up from 8% the year before.
- Special military work (missile parts, research and development) remained at 4%, the same as last year.
- Miscellaneous (vitamin concentrates, monoglycerides, non-photographic equipment) dropped to 2% from 3% in '59.

▪ The importance of product de-



A Technique
for Producing

IDEAS

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $2.00 postpaid. *Illinois residents please add 3½% (.07¢) State Sales Tax.*

ADVERTISING AGE
200 E. ILLINOIS ST.
CHICAGO 11, ILL.

"Attention Book Department."

velopment, Kodak said in its annual report, "is illustrated by the fact that about 40% of the year's sale of cameras and projectors was accounted for by products introduced in 1960"—such as the Brownie Starmite camera, the Kodak Zoom 8 Reflex camera and the Kodak Sound 8 projector. The latter enables people to add sound to their 8mm movies.

Thirteen graphic arts films and an industrial film were introduced during '60 as well as a number of new photo papers. Early in 1961, Kodachrome II film was introduced with two-and-a-half times the speed of the earlier Kodachrome.

▪ Also in 1961, the Eastman Viscomat Processor, Model 10P, was announced for rapid processing of 16mm b&w movie film. One frame of the film is developed and dried in one minute.

For rapid processing in another field, a compact Kodak X-Omat Processor was brought out for processing of screen-type x-ray film in seven minutes. In the copying field, it introduced a Verifax copier which copies two standard-size letters at the same time.

New cameras so far this year include an automatic 8mm movie camera with an f/1.6 lens that has a pointer to tell when there is too little light; a new model of the Kodak Retina Reflex camera with dual photoelectric exposure control; and for the premium trade, a snapshot camera called the Hawkeye Flashfun.

FILMSTRIPS
From Artwork or Transparencies
Black & White or Color
FAST SERVICE
Also Record Pressings or Tapes
35mm color duplicate slides
write for prices
Colind Photography, Inc.
P.O. Box 165 Peoria, Illinois

Johnson McGhee Potter Allendorf Zornow

KODAK TEAM—*Examining plans for enlarged Kodak exhibit in New York Grand Central station, where additional 1,400 sq. ft. have been leased for display, now in tenth year, are A. D. Johnson, assistant vp and ad manager; J. E. McGhee, vp of domestic sales and advertising; W. B. Potter, vp and director of advertising; J. R. Allendorf, assistant vp and sales promotion manager; and G. B. Zornow, vp.*

Additional Copies, $1

This issue of Advertising Age is valuable as a permanent reference, so AA suggests that each reader file his copy where it won't go astray. Meanwhile, as long as the supply lasts we will gladly fill all requests for additional copies. The price is $1 a copy.

▪ The Super Showtime 8 projector was introduced in May with automatic threading onto the take-up reel and "extra-quiet" operation.

In April, Eastman introduced color photography to business cards. The new calling card has a color photograph of the card-bearer printed alongside the traditional text, to help recall the face as well as the name.

In February, Kodak announced it would start manufacturing magnetic recording tape for professional and amateur use. Distribution for home-recording uses would be through Kodak dealers.

▪ In its photography advertising, Kodak uses magazines, newspapers, tv and direct mail. The trend is to ally picturetaking more and more with fast-growing leisure-time activities, such as travel, sports and hobbies. The company has an ad department numbering about 335.

A large business paper advertiser, the company advertised products in professional, commercial, industrial, scientific and other fields in nearly 300 different publications during 1960.

Service programs to help customers obtain the best results continue to be emphasized by the company. A virtual library of printed information is maintained; in the photographic field alone there are over 150 free pamphlets and 80 moderately priced ones covering specialized subjects.

▪ Technical service laboratories are also maintained to help customers in all its product areas.

This fall, the company will have a new tv lineup. It is dropping the "Adventures of the Nelson Family" (ABC-TV) after five years and "Ed Sullivan Show" (CBS-TV) after four years to co-sponsor "Walt Disney's Wonderful World of Color" (CBS-TV). The reason: "Color television has now come of age," the company said, adding also that color was a very significant factor in Kodak's photography sales.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,833,495	$ 1,965,392
Magazines	6,377,992	5,076,217
Farm Publications	——	2,043
Business Publications	1,800,000	1,650,000
Spot Television	330,520	107,470
Network Television	5,271,794	5,660,265
Total Measured	15,613,801	14,461,387
Total Unmeasured	19,886,199	18,538,613
Estimated Total Expenditure	35,500,000	33,000,000

EASTMAN KODAK CO.
All in Rochester, N. Y.

MARKETING PERSONNEL

James E. McGhee, vp in charge of U. S. sales and advertising

Gerald B. Zornow, vp and member of management staff

E. P. Curtis, vp in charge of professional motion picture film sales and foreign sales and advertising

Sales

T. F. Pevear, vp and director of sales administration

C. L. Resler, sales director, apparatus and optical division

THE "QUALITY TOUCH" IS REFLECTED IN
PUBLIC SERVICE PROGRAMMING
"Let Me Speak to the Manager"

A quality image is the reflection of many business facets. And, at WFAA-TV there is the constant search for the new, the unusual, the stature-building ingredients which will help to implement that image. An example is the recently initiated and widely acclaimed: "Let Me Speak to the Manager." Answers to viewers' questions are openly and honestly aired during this Sunday evening 30 minute program. And they range all the way from violence on TV to distasteful commercials. Sorry, but it is not available for sponsorship. But WFAA-TV does have many fine avails, and your local PETRYMAN is kept abreast daily. Call him TODAY!

WFAA-TV
channel 8
Represented by Edward Petry & Co., Inc. The Original Station Representative

WFAA
The Dallas Morning News

AT "Communications Center." DALLAS
WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

Wylie Robson, assistant director of sales administration

Public Relations

T. F. Robertson, director of public relations

Advertising

W. B. Potter, vp and director of advertising

J. R. Allendorf, assistant vp and director of sales promotion

A. D. Johnson, assistant vp and advertising manager

E. L. Grauel, assistant advertising manager

R. W. Brown, assistant advertising manager

D. M. Lewis, assistant director sales promotion

ADVERTISING AGENCIES

Charles Rumrill Co., Rochester, N. Y.—industrial and trade plus some general picture-taking advertising—Stever Aubrey, account executive.

J. Walter Thompson Co., New York—general picture-taking advertising, tv, plus some industrial and technical—Rudyard McKee, account supervisor; William Moore, account executive.

EASTMAN CHEMICAL PRODUCTS

MARKETING PERSONNEL

Sales

All in Kingsport, Tenn.

J. E. Magoffin, vp

John H. Sanders, sales manager, chemicals division

E. C. Cathcart, sales manager, plastics division

J. R. Sherrill, director of marketing, fibers division

Advertising

All in New York, N. Y.

A. H. Griffin, director of merchandising

Bruce Roberts, assistant director of merchandising

D. C. Guthrie, advertising manager, plastics

R. R. Moore, advertising manager, chemicals

ADVERTISING AGENCIES

Fred Wittner Co., New York—industrial chemicals and Tenite plastics, Sydney Shell, account supervisor.

Doherty, Clifford, Steers & Shenfield, New York—textile fibers—John Benoze, account supervisor; Helen Ryan, account executive; Richard Carens, director of marketing, merchandising and retail promotion.

RECORDAK CORP.

All in New York

MERCHANDISING PERSONNEL

Sales

Van B. Phillips, vp in charge of sales and advertising

George C. McMahon, vp

Frank L. Hilton Jr., vp

John P. Eager, sales manager

W. E. Townsend, federal government sales

Advertising

Raymond Beckwith, advertising manager

ADVERTISING AGENCY

J. Walter Thompson Co., New York—all products—Emmett Shelley, account representative.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the data about the 100 leading advertisers in 1960. The usual features will be back in their regular places next week.

Falstaff Brewing Corp.

	1960	1959
Sales	$159,735,085	$154,083,666
Earnings	5,884,953	5,396,781
Advertising	11,000,000*	10,700,000*

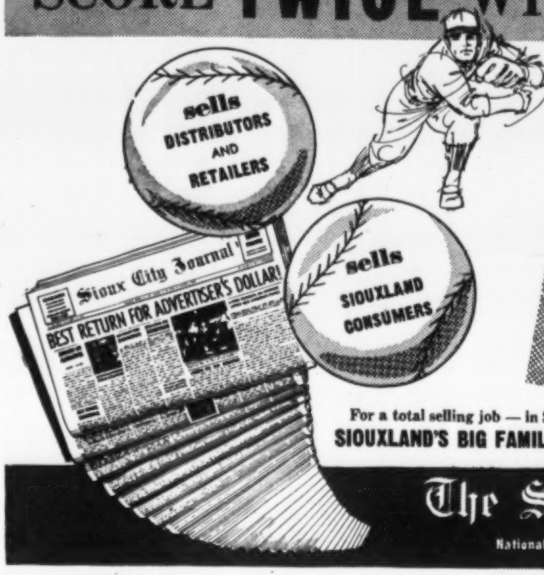
*Estimated by AA

Falstaff Brewing Corp., St. Louis, the 81st largest national advertiser, invested an estimated $11,000,000 in advertising in 1960, fourth consecutive "best year" for the company.

In 1961, the advertising investment will continue the Falstaff trend of recent years, with advertising per barrel remaining the same and the advertising total rising slightly in proportion to increased sales.

Earnings rose 9% to a record $5,884,953 in 1960, on record gross sales of $159,735,085, which were up 3.7% over 1959. The upward trend continued in the first quarter of 1961 as earnings hit $1,048,-

SCORE TWICE WITH ONE PITCH!


sells
DISTRIBUTORS AND RETAILERS
sells
SIOUXLAND CONSUMERS
Sioux City Journal
BEST RETURN FOR ADVERTISER'S DOLLAR!

Your advertisement in the Sioux City Journal does a DOUBLE selling job!

Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.

For a total selling job — in Siouxland — use
SIOUXLAND'S BIG FAMILY NEWSPAPER

The Sioux City Journal.
National Representatives — **JANN & KELLEY** INC.

FOR GREATER ADVERTISING *IMPACT...*

IN KANSAS
IN OKLAHOMA
IN TEXAS

The KANSAS ISSUE
September 1961
The Kansas Farmer-Stockman
The OKLAHOMA ISSUE
September 1961
The Oklahoma Farmer-Stockman
50
The TEXAS ISSUE
September 1961
The Texas Farmer-Stockman
50

BEGINNING WITH *SEPTEMBER*
3 *SEPARATE PUBLICATIONS*
each with specific
LOCALIZED EDITING!

Effective with the 50th Anniversary of The Farmer-Stockman, this popular publication will become *three* separate farm magazines, serving *three* great farming and stockraising states;

- The KANSAS Farmer-Stockman
- The OKLAHOMA Farmer-Stockman
- The TEXAS Farmer-Stockman

During the past 50 years, The Farmer-Stockman has helped many advertisers improve their position in Oklahoma and Texas. It will continue to do so. And now, we can serve you equally as well in Kansas!

Commercial Advertisers may use these three publications individually or all of them at a lower combination rate.

For space reservations or additional data—write, wire or phone your nearest Farmer-Stockman office.

The Farmer-Stockman
OKLAHOMA CITY • DALLAS
J. H. Hunter, Advertising Director

SALES OFFICES:

CHICAGO 11, SUperior 7-6145
400 N. Michigan Avenue
Lee Hainline, Mgr

NEW YORK 17, MUrray Hill 4-3340
420 Lexington Avenue
Joe Paulsen, Mgr

OKLAHOMA CITY 1, CEntral 2-3311
500 N. Broadway
Bill Pullen, Mgr.

DALLAS 5, LAkeside 1-3121
4321 N. Central Expressway
Alex McCommas, Jr., Mgr.

ABC
STATE FARM PAPERS
APA

448, up 2.2% from $1,025,881 in the 1960 first quarter. Gross sales were $35,860,908, up from $32,741,494 in the 1960 first quarter.

In the second quarter, despite unseasonably cool weather, sales continued up but earnings dipped, depressed by increased labor and material costs and promotion costs of some major market expansions. Sales for the first half ended up at $59,407,368, up from $56,804,008 in the 1960 first half. Net income was $2,703,588, down from $2,991,301 in the previous first half.

■ Falstaff maintained its position as the nation's third largest brewer in 1960, gaining steadily on second-place Schlitz, which has dropped in volume the past three years. Falstaff sold 4,911,196 bbls., up from 4,747,975 bbls. in 1959, as its share of the market rose to 5.6% (from 5.5% in 1959), behind first-place Anheuser-Busch's 9.6% and Schlitz's 6.4%.

Falstaff has won the No. 3 position nationally while limiting its sales to about half the nation's states (28 at the moment).

The company has expanded considerably in the past several years, buying and enlarging small and medium-size breweries in various areas—meanwhile rising from fifth place nationally in 1954 to fourth in 1955 and third in 1957. The company now has eight plants.

■ Like other leading brewers, Falstaff has increased capacity in preparation for an expected sharp increase in the beer-drinking adult population as the postwar baby crop comes of age in the next decade. Falstaff expansion policy has been to buy existing breweries (it has never built a new one). President Joseph Griesedieck explained in a recent annual report:

"Take for example the Griesedieck Brothers plant acquisition in St. Louis. Basic cost, plus rehabilitation and modernization, brought our total costs for that plant to about $6 a barrel of annual capacity. At the same time, our competitors in Florida and California were building new breweries at a reported cost of about $30 a barrel." [Anheuser-Busch and Schlitz completed new plants in Florida in 1959.]

He added that the company can move into production faster in an existing facility with little interruption at times of expansion. In 1961 expansion and modernization of Falstaff's Galveston, Tex., plant was to be completed by year's end, doubling its capacity. New markets were opened in the Carolinas in 1960 and '61 and parts of Florida in 1961.

■ But the biggest late development came last June as Falstaff entered the Detroit market. The brewer, who already had distribution in central and western Michigan, named ten distributors to serve new markets in southeastern Michigan and northwestern Ohio, the two largest markets being Detroit and Toledo. A reported budget of $250,000 was invested in radio, television, outdoor, newspaper and point-of-sale advertising during the first eight weeks of introduction.

Four of the company's Detroit distributors had left Goebel within several weeks to take on Falstaff. Falstaff began supplying Detroit from its Fort Wayne, Ind., plant, although the company was reportedly trying to acquire a Detroit plant, possibly Goebel. To this report Falstaff President Joseph Griesedieck commented, "nothing to it." Goebel sales were off sharply.

■ In February, 1960, a fatal heart attack took board chairman Alvin Griesedieck Sr., 66, who had joined Falstaff in 1919, two years after it was founded by his father, the late Joseph (Papa Joe) Griesedieck.

Late 1960 was marked by top personnel shifts and realignment of sales territories "geared for expansion." Karl K. Vollmer, former vp and director of marketing, took a new post, vp and director of planning, while Alvin Griesedieck Jr., advertising director for the past nine years, became vp and director of marketing, and Bruce Wrightman, general sales manager, became a vp. George P. Holtmann, assistant ad manager since 1953, moved up to advertising director, and publicist Ed Hagan was named sports coordinator.

■ Television takes the biggest share of Falstaff's ad dollars, with spot tv taking 46% of measured expenditures and network tv 22%. Outdoor gets 25%.

To reach the beer-drinking male audience, Falstaff in 1960 leaned heavily on sports shows, including CBS-TV baseball "Game-of-the-Week," with Dizzy Dean and Pee-Wee Reese, on Saturdays and Sundays on 110 stations in the sales area, plus professional football on seven widespread regional networks, providing 39 continuous weeks of programming. The brewer had radio-tv contracts with the St. Louis football Cardinals, the Dallas Cowboys and the Detroit Lions. Other tv contracts were with the Chicago Bears, Washington Redskins, San Francisco 49ers and the Los Angeles Rams.

But a big step toward diversity will be taken in the fall when the company begins a 52-week sponsorship of the Mitch Miller show. The first nighttime network show sponsored by Falstaff, "Sing-along with Mitch" has been ordered for 105 markets covering most of the brewer's 28-state sales territory.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 263,373	$ 220,759
Magazines	107,587	33,444
Network Television	1,236,529	1,634,569
Spot Television	2,596,720	2,174,600
Spot Radio	*	730,000
Outdoor	1,418,583	1,523,636
Total Measured	5,662,792	6,317,008
Total Unmeasured	5,377,208	4,382,992
Estimated Total Expenditure	11,000,000	10,700,000

*Not measured in 1960. Spot radio total, believed to be about $750,000, is included under "Total Unmeasured" for 1960.

MARKETING PERSONNEL

Alvin Griesedieck Jr., vp and director of marketing
Leo Harrison, administrative assistant to the director of marketing
Willard Evans, director of marketing research
J. V. Fort, director of marketing training
Russell Smith, sales promotion director
Norman Thomas, new market areas

Sales

Bruce Wightman, vp and general sales manager
Robert Lynch, administrative assistant to the general sales manager
Charles Dependahl, assistant general sales manager
Harry Schake, sales manager, region No. 1
Paul Whelehon, sales manager, region No. 2
W. Coy Vinson, sales manager, region No. 3
Edmund J. Himmer, manager, branch sales operations

Division Sales Managers

Lawrence Dallas, Central
Kenneth Ploss, Midwest
Lawrence Dawson, Southern
Jack Dodson, Southeastern
John Boudreaux, Southwest
Frank Crimmins, Northern California
Harvey Eckley, Great Lakes
Monte Merkel, Southern California
Shirmer Mueller, Mountain

Advertising

George P. Holtmann, advertising director
Roy D. Sherwood, point of sale manager
Gerry P. Branson, media manager
Barry Sullivan, field division manager
Elon C. Gustafson, distributor advertising manager
George Brody, advertising records manager
Ed Hagan, sports coordinator
J. Malcolm McMenamy, advertising manager, central division
Frank C. Conrey, advertising manager, Great Lakes division
Erich A. Gagel, advertising manager, southwestern division
J. Robert McDonald, advertising manager, southeastern division
Henrik C. Gahn, advertising manager, California divisions
George DeMare, advertising manager, southern division
Vernon Koenig, advertising manager, mountain division

ADVERTISING AGENCY

Dancer-Fitzgerald-Sample Inc.—Falstaff beer—S. J. Hamilton, account supervisor; David Wham, senior account executive, and Parker Handy, account executive.

for light-hearted living...
FALSTAFF
AMERICA'S PREMIUM QUALITY BEER

BEER FOR FUN—*Falstaff Brewing Co., which put $1,400,000 in outdoor last year, is using "light-hearted" theme in current 30-sheets.*

Firestone Tire & Rubber Co.

	1960	1959
Sales	$1,207,247,997	$1,187,784,024
Earnings	65,029,463	64,596,848
Advertising	20,000,000*	19,000,000*

*Estimated by AA

Firestone Tire & Rubber Co., Akron, the nation's 47th largest advertiser, is estimated by ADVERTISING AGE to have boosted its advertising expenditure to a record $20,000,000 in 1960.

Firestone is now believed to have invested $19,000,000 in advertising in 1959, rather than the $18,000,000 originally estimated by AA.

While many U. S. companies were hurting from the business recession last year, Firestone's sales and earnings hit new highs. Net sales reached $1.2 billion, net earnings $65,029,463. It was the sixth consecutive year that sales exceeded $1 billion. Firestone is the world's second largest rubber company.

It spent nearly $83,000,000 during 1960 for new plants and for additions and improvements to existing plants and equipment. New facilities opened during the year included a tire plant in Calgary, Alberta, Canada, and a nylon producing plant in Hopewell, Va. Firestone is the first rubber company to produce nylon filament.

Overseas the company moved ahead with plans for a new tire plant in Bethune, France, and synthetic rubber plants in Port Jerome, France, and Bareilly, India. Early this year Firestone opened new facilities at its petrochemical center in Orange, Tex., for the production of Coral and Diene, "synthetic natural" rubbers, and polypropylene resins.

■ Firestone is one of the world's largest rubber producers, with manufacturing plants throughout the U.S., Canada and 19 foreign countries.

The company ranks second behind Goodyear in the production of tires. In the sale of new replacement tires last year, Goodyear had an 18.7% share of market, followed by Firestone with 15.3%, an annual survey by *Look* showed. Both of the tire giants suffered a decline in share of market. For both companies, the percentages were down from 1959, when Goodyear captured a 22.8% share and Firestone 17.4%.

In addition to rubber, Firestone is also active in five other fields—chemicals, plastics, synthetics, textiles and metals. The company is the world's largest maker of steel rims for motor trucks, buses, farm tractors, trailers and earth moving machines.

Last year, Firestone perfected a new three-piece tire mold which eliminates the center seam line in tires and provides positive control over roundness. It introduced the Butylaire premium tire, the new Firestone Nylon 500, the new DeLuxe Champion tire and the Transport-100 truck tire.

Among other products introduced by the company were 13" snow tires for compact cars; new and improved pneumatic and semi-pneumatic tires for passenger cars, trucks, tractors, industrial equipment and other vehicles; a rolling liquid transporter developed for the U.S. Army; nylon filament; 49" steel rims; anodized aluminum beverage cases; boat trailers, farm wagons; Exon resins and vinyl material for scuff resistant service; new synthetic rubbers; rubber compounds for paving materials, and new raw materials for weather resistant roofing paints.

■ Last April, Firestone purchased the tire division of Dayco Corp., Dayton, and established a new subsidiary, Dayton Tire & Rubber Co. Assets included manufacturing facilities, equipment and furnishings, inventory and the Dayton brand names. Key officials of the new subsidiary are C. M. Barnes, president; William Slutz, sales manager, and Roger Wise, manager, tire merchandising department.

Among key personnel changes in 1960, R. A. Riley was named president of Firestone Rubber & Latex Products Co.; George T. Long was promoted to advertising and sales promotion manager of Firestone Plastics Co.; J. G. Eisenhart to sales promotion manager and H. B. Winslow to advertising manager

"Even with a limited amount of time to devote to publication reading, I always manage to read Advertising & Sales Promotion and find some creative helps and production tips."

says JAMES P. INCE
Director of Public Relations and Advertising
American Hospital Supply Corporation

Mr. Ince and the American Hospital Supply Corporation are typical of the advertising-sales promotion professionals and important buyers of advertising products and services you reach in the pages of Advertising & Sales Promotion.

With four operating divisions and 21 wholly-owned subsidiaries, American Hospital Supply does business on a world-wide scale to the tune of almost $125,000,000 annually—and includes among its customers more than 95 per cent of the hospitals in the U. S. Mr. Ince's department spends over $500,000 on advertising and sales promotion activities yearly, most of which is allocated for public relations and sales promotion materials.

A & S P Advertising & Sales Promotion
FORMERLY ADVERTISING REQUIREMENTS
200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS

THE SAN DIEGO UNION AND EVENING TRIBUNE

of Firestone Synthetic Rubber & Latex Co.; J. W. Greenen to president, and R. W. Stutt to sales manager of World Bestos Corp.

Firestone and Goodyear ran into trouble with the Federal Trade Commission when it ruled last March that "sales commission contracts" between the tire companies and two big oil companies—Shell and Atlantic—are an unfair trade practice. The FTC charged that gas stations were coerced, and smaller tire companies were shut out of important distribution channels. Firestone announced that it would appeal FTC's cease and desist order.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 2,147,979	$ 1,954,355
Magazines	3,741,078	3,811,422
Farm Publications	554,511	553,374
Business Publications	408,200	276,900
Spot Television	22,370	48,750
Network Television	1,789,210	2,108,612
Spot Radio	——	1,100,000
Total Measured	8,663,348	9,853,413
Total Unmeasured	11,336,652	9,146,587
Estimated Total Expenditure	20,000,000	19,000,000

PARENT COMPANY

Akron

MARKETING PERSONNEL

Raymond C. Firestone, president
E. B. Hathaway, vp, sales
C. L. Largent, general trade sales manager
R. D. Thomas, manager, tire sales
A. N. Stuart, manager, manufacturers sales
G. D. Hitler, manager, private brand sales
J. F. Faunce, manager, home and auto supply division

Advertising

C. B. Ryan, director of advertising, merchandising, sales promotion
T. N. Gaynor, administrative assistant to C. B. Ryan
A. J. McGinness, manager of national advertising
J. B. Scarcliff, manager of retail advertising
H. D. Millhone, manager of truck and farm tire advertising
M. R. Bennett, manager of sales promotion

Public Relations

A. E. Brubaker, director of public relations

ADVERTISING AGENCIES

Sweeney & James Co., Cleveland—Handles radio, newspaper and dealer trade advertising for the Firestone Tire & Rubber Co. and all advertising for the International Co.—Virginia Burrell and John Sorrell, account supervisors; Lucia Lian, media director.

Campbell-Ewald Co., Detroit—Passenger, truck, tractor, off-the-highway, farm and aircraft tires; synthetic rubber and steel products advertising—W. W. Selover, group supervisor; J. W. Clason, account supervisor; R. G. Carey, account executive, passenger tires; R. Doran, truck and farm tires; L. F. Sheridan, art supervisor; F. E. Fish, copy supervisor; J. J. Saunders, television and radio; F. L. Congdon, merchandising and promotion; J. C. Noble, traffic and production; J. J. Passmore, media.

FIRESTONE INDUSTRIAL PRODUCTS CO.

Noblesville, Ind.

MARKETING PERSONNEL

R. D. Smith, president
R. J. Mitchell, vp in charge of sales
H. B. Winslow, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—E. W. Brown, account executive.

FIRESTONE RUBBER & LATEX PRODUCTS CO.

Fall River, Mass.

MARKETING PERSONNEL

R. A. Riley, president
Stach F. Wolfe, sales manager, foam products
H. A. Stawniak, sales manager, mechanical rubber goods, elastic thread and other products
H. B. Winslow, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—E. W. Brown, account executive.

FIRESTONE PLASTICS CO.

Pottstown, Pa.

MARKETING PERSONNEL

Roger S. Firestone, president
Kenneth Edgar, vp in charge of plastics sales
Lee B. Kuhn, vp in charge of chemical sales
George T. Long, advertising and sales promotion manager

ADVERTISING AGENCY

Aitkin-Kynett Co., Philadelphia—Thatcher Longstreth and Jack Eigenbrodt, account supervisors.

ADVERTISING EXPENDITURES

	1960	1959
Magazines	$53,850	$98,450
Newspapers	——	1,509
Total Measured	53,850	99,959

FIRESTONE STEEL PRODUCTS CO.

Akron

MARKETING PERSONNEL

M. A. DiFederico, president
W. S. Kidder, general sales manager
C. C. Cupp, sales manager, rim and wheel division
A. C. Smith, sales manager, special products
J. B. Call, administrative assistant to W. S. Kidder
W. H. Vaughn, sales manager in charge of Detroit office
H. B. Winslow, advertising manager

ORCHIDS FOR HER
will mean MORE SALES TRAFFIC GOODWILL
AS LOW AS 9¢ EACH
MINIMUM ORDER 100
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THE
SAN DIEGO
UNION
EVENING
TRIBUNE

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

Apparel store sales reached $76,440,000 in San Diego County last year—a total which ranks 26th among the nation's 200 leading counties in that category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$76,440,000
HENNEPIN (MINNEAPOLIS), MINNESOTA	$74,829,000
ORLEANS (NEW ORLEANS), LOUISIANA	$71,270,000
KING (SEATTLE), WASHINGTON	$68,889,000
FULTON (ATLANTA), GEORGIA	$63,915,000

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

Two metropolitan newspapers sell San Diego: The San Diego Union and Evening Tribune. Combined daily circulation is 228,437 (ABC 9/30/60). Both newspapers offer advertisers effective merchandising cooperation, product surveys, and award-winning ROP color.

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

"THE RING OF TRUTH" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—E. W. Brown, account executive.

FIRESTONE SYNTHETIC RUBBER & LATEX CO.

Akron

MARKETING PERSONNEL

J. C. Roberts, president
W. F. Jordan, vp, sales
J. G. Eisenhart, sales promotion manager
H. B. Winslow, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—E. W. Brown, account executive.

ADVERTISING EXPENDITURES

	1960	1959
Magazines	$ 4,395	$20,415
Newspapers	1,551	——
Total Measured	5,946	20,415

WORLD BESTOS CORP.

New Castle, Ind.

MARKETING PERSONNEL

J. W. Greenen, president
R. W. Stutt, sales manager
H. B. Winslow, advertising manager

ADVERTISING AGENCY

La Grange & Garrison, Indianapolis—R. W. Garrison, account executive.

ELECTRIC WHEEL CO.

Quincy, Ill.

MARKETING PERSONNEL

D. W. Voorhees Jr., general manager

COMING!
SEPTEMBER 5th
A New Morning Daily
The MISHAWAKA TIMES

On September 5th, a new morning daily newspaper, the MISHAWAKA TIMES, will be published in Mishawaka, Indiana. This 33,361 population city enthusiastically welcomed the idea of its first daily newspaper in over 30 years. Now, in combination with the Elkhart (Indiana) Truth, national advertisers will receive strong local coverage of the quality Mishawaka market through the MISHAWAKA TIMES. One order, one rate, one bill.

Represented by Johnson, Kent, Gavin & Sinding, Inc.

THIS NEW TIRE TURNS PAVEMENTS TO VELVET!
Firestone's new Butylaire eliminates tire squeal! It gives you unmatched stopping power on wet or dry pavement! It's guaranteed for 30 months against road hazards!
Firestone

NO SQUEAL—*Firestone says its new Butylaire tire "eliminates tire squeal" in full color spreads this year in magazines.*

Jake Stefan Jr., general sales manager
H. B. Winslow, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—E. W. Brown, account executive.

DAYTON TIRE & RUBBER CO.

Dayton

MARKETING PERSONNEL

C. M. Barnes, president
William Slutz, sales manager
Roger Wise, manager, tire merchandising department

ADVERTISING AGENCY

Allman Co., Detroit—John Denler, account executive.

Ford Motor Co.

	1960	1959
Sales	$5,237,889,262	$5,356,871,244
Earnings	427,885,948	451,367,367
Advertising	90,500,000	92,200,000*

*Estimated by AA

Ford Motor Co., Dearborn, Mich., is the nation's fourth largest advertiser, with an estimated total ad budget of $90,500,000, slightly below the 1959 total.

The company spent $87,900,000 for advertising in 1958, $103,500,000 in 1957 and $88,650,000 in 1956, AA estimated.

The company's sales were 2% below 1959, despite higher unit auto sales, and net income dropped from $451,000,000 to $428,000,000.

■ Factory sales of cars and trucks totaled 2,224,859 units, or 28.3% of industry sales, in 1960, second highest in company history. This compares with 2,091,106 units, or 31.1% of industry sales, in 1959. Share of market figures based on new car registrations gave Ford a 26.6% slice of the total business last year, compared with 28.14% the year previous.

Truck factory sales were 339,018 units last year, good for 28.5% of the market, compared with the 347,151 units sold in 1959. Sales of the tractor and implement division included 26,806 units, down from the 45,014 units sold in 1959.

For the various car lines, unit factory sales for 1960 (with '59 totals in parentheses) were: Ford (including Thunderbird) 1,002,329 (1,427,518), Falcon 505,146 (99,306), Mercury 160,327 (156,640), Lincoln 20,515 (29,924) and Comet (introduced in March, 1960) 196,971.

■ Sales of defense products totaled $42,000,000 in 1960, down from $56,000,000. Sales by the Aeronutronic division in 1960 were more than double those in 1959. To integrate its defense operations, the company last year established a defense products group, which includes Aeronutronic and the special military vehicles operations.

Ford was the first domestic company last year to announce its new warranty for '61 cars, which was extended to 12,000 miles or one year. For the Lincoln Continental, the warranty was extended to 24,000 miles or two years.

The company pointed out that the Falcon, in its first full year, attained third place in industry sales, behind the perennial one-two leaders, Chevrolet and Ford. Factory sales of the company's two compacts, Falcon and Comet, together account for 10.5% of industry unit sales, better than any other auto company.

The success of Ford's compacts cut into the sale of standard size Ford cars, dropping its share of industry unit factory sales from 25.5% in '59 to 15%. Next fall Ford reportedly will introduce a new Ford Fairlane, a foot shorter than the present Fairlane, along with a smaller Mercury Meteor. The company is also reported to be preparing a four-passenger "compact compact," the Cardinal, for introduction in 1962.

■ In international operations, Ford had foreign sales of $1.8 billion in 1960, compared with $1.58 billion in 1959. In December, 1960, the company offered to purchase publicly-held shares of stock of Ford of England, and as a result increased its equity from 54.6% to 100%. Ford of England changed agencies, moving an estimated $3,000,000 in annual billings from Rumble, Crowther & Nicholas to London Press Exchange.

Another agency change was made at Ford of Canada, which named Vickers & Benson to succeed Cockfield, Brown & Co. for the British Ford line, Fordson and Ford tractors and equipment, parts and accessories and institutional advertising.

In April of this year Ford purchased the Autolite trade name and distribution rights from Electric Autolite Co. Batten, Barton, Durstine & Osborn stayed on as the Autolite agency. The Autolite business was merged into Ford's new Motorcraft division.

■ In personnel moves, John Dykstra, formerly vp-manufacturing, was named president of Ford Motor Co. this April, succeeding Henry Ford II, who remains as board chairman. Mr. Ford had taken the additional title of president after Robert S. McNamara was named Secretary of Defense.

James O. Wright moved over from the Ford division to become vp-car and truck group, and Lee A. Iacocca, formerly vehicle marketing manager, was elected vp and general manager of the Ford division. Mr. Iacocca was in turn succeeded by E. F. Laux.

Charles R. Beacham, formerly assistant general manager of the Ford division, was appointed to a new post on the central staff, vp-marketing. Robert J. Fisher, formerly advertising and sales promotion manager for Lincoln-Mercury, was named to the new post of director of the advertising and sales promotion office on the central marketing staff.

George H. Brown became marketing research manager of the corporation, switching jobs with Robert J. Eggert, who took a similar post at the Ford division.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$18,669,074	$19,679,542
Magazines	10,882,179	10,682,742
Farm Publications	1,580,575	1,856,956
Business Publications	700,000	305,300
Spot Television*	5,304,090	4,389,940
Network Television	11,159,933	12,048,187
Outdoor	5,519,651	5,439,939
Total Measured	53,815,502	54,402,606
Total Unmeasured	36,684,498	37,797,394
Estimated Total Expenditure	90,500,000	92,200,000

*Includes $5,275,570 for dealers in 1960 and $3,438,840 in 1959.

FORD MOTOR CO.

CENTRAL STAFF

MARKETING PERSONNEL

C. R. Beacham, vp-marketing
C. F. Moore Jr., vp-public relations
R. J. Fisher, director-advertising and sales promotion office
J. B. McMechan, manager of corporate advertising
G. H. Brown, marketing research manager
J. J. Corragher, market representation manager
R. W. Chambers, director-marketing plans office

ADVERTISING AGENCY

Kenyon & Eckhardt, Detroit—corporate advertising—A. J. Shepard, account executive.

FORD DIVISION

MARKETING PERSONNEL

Sales

M. S. McLaughlin, general sales manager
E. F. Laux, vehicle marketing manager
R. A. Godfrey, car marketing manager
J. F. McLean, truck marketing manager
R. J. Eggert, marketing research manager

Advertising

J. R. Bowers, car advertising manager
D. W. Lee, truck advertising manager
W. J. Murphy, manager of public relations

ADVERTISING AGENCY

J. Walter Thompson Co., Detroit—all Ford division products (including Thunderbird and Falcon) and dealer advertising—W. D. Laurie Jr., account executive.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 9,121,095	$10,849,579
Magazines	5,941,713	5,936,749
Farm Publications	326,720	647,662
Network Television	6,532,892	8,464,159
Spot Television	4,732,370	802,280
Outdoor	4,680,743	3,824,633
Total	31,335,533	30,525,062

LINCOLN-MERCURY DIVISION

MARKETING PERSONNEL

C. E. Bowie, general sales manager
G. S. Coats, assistant general sales manager
Don R. Learned, general marketing manager
C. R. Paulson, manager of public relations
Herbert Fisher, marketing research manager
B. E. Miller, advertising manager

ADVERTISING AGENCY

Kenyon & Eckhardt, Detroit—Lincoln, Mercury and imported English Fords—Robert Dearth, in charge of all automotive products.

ADVERTISING EXPENDITURES

Mercury and Comet

	1960	1959
Newspapers	$ 6,600,434	$ 4,187,228
Magazines	2,821,119	1,130,433
Farm Publications	——	33,642
Network Television	2,672,940	2,781,319
Spot Television	315,530	56,800
Outdoor	441,865	47,242
Total	12,851,888	8,236,664

Lincoln and Continental

	1960	1959
Newspapers	$ 1,228,978	$ 566,844
Magazines	1,386,484	1,999,535
Network Television	176,963	295,852
Spot Television	159,900	44,940
Outdoor	378,141	47,242
Total	3,330,466	2,954,413

TRACTOR & IMPLEMENT DIVISION

Birmingham, Mich.

MARKETING PERSONNEL

Sales

L. E. Dearborn, general sales manager

Advertising

J. F. Pedder, assistant general sales manager—advertising and merchandising
R. T. Armstrong, merchandising manager
Howard Tuttle, manager of public relations

ADVERTISING AGENCY

Meldrum & Fewsmith, Birmingham, Mich.—W. H. Stone, account supervisor.

FORD INTERNATIONAL STAFF

MARKETING PERSONNEL

L. C. Beebe, public and governmental affairs manager
H. C. Ralston, advertising and sales promotion manager
D. E. McKellar, advertising manager
J. T. Mayhew, public relations manager

ADVERTISING AGENCY

J. Walter Thompson Co., Detroit—institutional advertising—F. Linder, account executive.

AERONUTRONIC DIVISION

MARKETING PERSONNEL

R. P. Jackson, marketing manager
R. P. Lytle, advertising and public relations manager

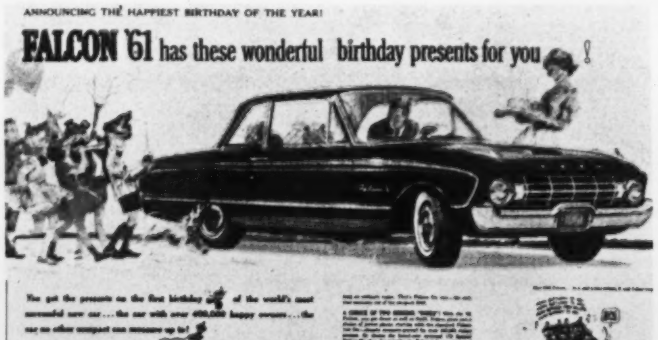
ADVERTISING AGENCY

Honig-Cooper & Harrington, Los Angeles—Huntley Briggs, account executive.

MOTORCRAFT DIVISION

MARKETING PERSONNEL

E. R. Stroh, general sales manager, auto-


ANNOUNCING THE HAPPIEST BIRTHDAY OF THE YEAR!
FALCON '61 has these wonderful birthday presents for you!
Falcon '61

LEADER—*Ford's Falcon captured the compact car sales race in 1960, with 505,000 units, and 7.6% of industry sales.*

the newspaper that SELLS CADILLACS BY THE DOZEN

In March, McKellar Cadillac of Orlando placed $1,705.20 worth of advertising in The Sentinel-Star.

■ McKellar sold 52 Cadillacs that month at an average price of about $7,000 — or a total for the month of $364,000. Not bad for $1,705.20 in Sentinel-Star advertising, which McKellar credits for the big month.

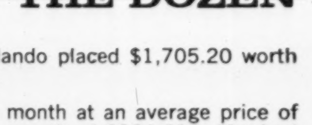
■ That's what helps make McKellar Cadillac 13th biggest Cadillac dealer in the U. S. — out of 2,800 dealers across the nation.

■ You too can sell the rich Central Florida market where The Sentinel-Star dominates Miami, Jacksonville and Tampa papers by a margin of 6-1.

■ Sell it through The Sentinel-Star.

MARTIN ANDERSEN
Owner/Editor/Ad Writer/Galley Boy/Car Salesman

Orlando Sentinel-Star
ORLANDO, FLORIDA



motive and marine
R. V. Johnson, export sales manager
E. T. Duffy, replacement sales manager
H. L. Swan, advertising manager

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn Inc., Detroit—John Chapin, account executive.

General Electric Co.

	1960	1959
Sales (net)	$4,197,535,440	$4,349,508,529
Earnings	200,071,710	280,242,123
Advertising	73,000,000*	77,000,000*

*Estimated by AA

General Electric Co., New York, the sixth largest national advertiser, decreased its advertising 5% to an estimated $73,000,000 in 1960, a year of lower sales and earnings.

Sales fell 3.5% from the record preceding year. Net earnings dropped 28.6% as a result of severe price competition, heavy research and development expenditures and adverse effects of the 20-day strike in October.

Sales by foreign nonconsolidated subsidiaries totaled $160,000,000, up 21% over $132,000,000 in 1959. Earnings, however, dropped 41% to $4,900,000 from $8,400,000 in 1959.

Domestic sales perked up for the first half of 1961, rising 3% to $2,074,425,000 from $2,022,699,000 in the 1960 first half. Earnings continued down, falling 16% to $93,478,000 from $111,429,000 in the previous first half.

■ 1960 marked the tenth year of GE's decentralized system, operating through 21 operating divisions and three subsidiaries with 113 product departments, each fully responsible for its own product development, manufacturing and marketing. To handle its advertising, it has 89 advertising managers and 22 advertising agencies, plus a gargantuan advertising and sales promotion department in Schenectady, N. Y., which services many of the departments which do not have an agency.

Its principal measured media are magazines, newspapers, network tv and business publications—listed in order of importance—and it cut back in all of them but business publications in 1960.

Kingpin of the electrical equipment industry, GE accounts for about 25% of total industry output. Company sales are fairly evenly divided among four main groups: consumer products, defense, industrial, and heavy capital goods.

• Industrial components and materials accounted for 29% of total sales in 1960—2% more than in 1959. These products range from microminiature electronic computers and man-made diamonds to large computers and industrial automation equipment.

• Heavy capital goods accounted for 25% of sales, an increase of 3% over the previous year. This category has two main markets: Electrical equipment for utilities and heavy goods for industry, including transportation equipment such as locomotives and jet engines. During the year, two marketing organizations were formed from the former apparatus sales division. These are the electric utility sales operation and the industrial sales operation, which the company describes as representing "a new approach to meeting the changing needs of utility customers."

• Consumer products constitute the third largest market at GE, accounting for 24% of sales, a drop of 2% from 1959. Shipments of major appliances were down, although its lamp sales set a new high and sales of portable appliances and radio and tv receivers continued strong.

• Defense sales were 22% of total sales in 1960, a drop of 3% from the previous year. A major portion of GE's defense work is in electronics equipment, including many types of radar and guidance systems for missiles, nosecone re-entry vehicles, automatic flight equipment, etc.

On the consumer marketing front, the company kept up a steady stream of new products, culminated in mid-1961 with the introduction of stereo fm radio sets and its re-entry into the color tv set market. Also in 1961, it announced its first blender, a 10-in. model that is easier to store than others on the market. It revived its two-qt. electric tea kettle after a four-year absence.

Recognizing the trend towards larger refrigerators, it brought out a Spacemaker refrigerator, an 18.8-cu.-ft. model which, due to "thinwall" insulation, will fit into the space of the old 10-cu.-ft. models.

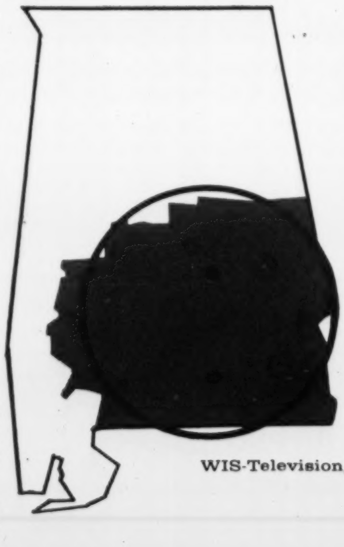
For the floor-care market, it brought out a low-priced floor polisher, a floor washer-dryer which washes the floor then vacuums up the wash water, and a lightweight vacuum cleaner weighing only 9¾ lbs.

Last fall, it entered the air purifier market and introduced a portable home intercom system.

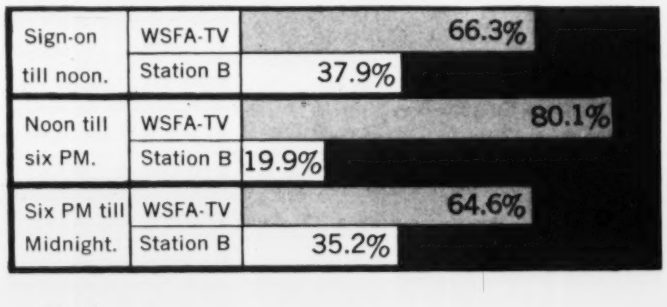
The company continued to promote the concept of total electric living through such programs as

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

BiG SPENDER!



WSFA-TV reaches 247,500 "Big Spender" TV homes in 38 ARB counties. The March '61 ARB gives positive proof of WSFA-TV's dominant share of audience in this market. During certain time periods the ratio is more than 4 to 1. That's "Big Spender" viewer loyalty to WSFA-TV.



WSFA television NBC/ABC — Montgomery, Alabama
Carter Hardwick, *Managing Director*
A STATION OF THE BROADCASTING COMPANY OF THE SOUTH
G. Richard Shafto, *Executive Vice-President*
WIS-Television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala.
All are represented by *Peters, Griffin, Woodward, Inc.*

Gold Medallion Homes. It also offered home and apartment builders packaged proposals for the full range of GE products through its residential market development operation.

To facilitate individual kitchen planning and appliance purchase, the Hotpoint division opened a series of kitchen planning centers, enabling consumers to see the full line of products before they buy.

Continuing its emphasis on improving after-sale service for home products, GE announced a major innovation in 1960: Operation of a computer-equipped data-processing center in Zanesville, O., to collect and analyze service-call data from 28 service districts encompassing 64 cities across the U.S. Surveys to determine customer satisfaction are also undertaken by mail and telephone.

From the data obtained, an index is prepared regularly, and each district is measured competitively on such factors as the attitude of the serviceman, the speed, availability and dependability of the service, technical competence, etc.

▪ GE's share of market remains high in the appliance field; it usually ranks second only to Coldspot/Kenmore. However, GE's rank is usually accomplished by combining GE and Hotpoint.

Estimates of share of market vary widely, but one survey taken midway in 1961 showed that GE's share remained practically unchanged from last year. It was estimated that GE ranked second in refrigerators (19%) behind Frigidaire's 20%, but the addition of Hotpoint's 9% put it in first place. In freezers, GE trailed Sears' Coldspot (18%) and was second with 8%; with Hotpoint's 4% it was still second. In dryers, GE was second with 10% to Kenmore's 19%; Hotpoint's 3% did not make up the difference. In free-standing electric ranges, GE was first with 22%; Hotpoint and Kenmore were tied for second place with 14%. In room air conditioners, GE was tied with Fedders at 17%; Hotpoint had 3% and Coldspot had 8%. Another survey showed GE ranking third in washing machines with Sears and Maytag holding first and second respectively.

▪ In February, GE was one of 29 electrical manufacturers convicted of antitrust violations, and 16 GE employes were given sentences for price fixing and bid rigging.

The company paid fines totaling $437,000, with additional fines being paid by the individuals, none of whom are with the company now. GE has taken the stand that the individuals acted in direct violation of long-standing written GE policy, and that the company's board of directors, chairman and president were unaware of the conspiracies.

Several utilities, both private and municipal, have since brought damage suits against GE and other manufacturers involved in the antitrust case.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 7,559,832	$ 7,591,773
Magazines	9,547,245	12,905,441
Farm Publications	278,476	476,195
Business Publications	4,599,700	4,060,000
Spot Television	1,966,070	438,220
Network Television	5,745,718	6,194,634
Total Measured	29,697,041	31,666,263
Total Unmeasured	43,302,959	45,333,737
Estimated Total Expenditure	73,000,000	77,000,000

CORPORATE PERSONNEL

Marketing Services

New York

P. A. Wassmansdorf, consultant, advertising and sales promotion

J. E. Donegan, specialist, vendor relations

Virginia E. Wargo, media specialist—contracts and schedules

Engineering Services

Schenectady

D. I. Irwin, manager, engineering recruiting service

Relations Services

New York

D. W. Burke, manager, institutional programs

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—corporate—Bayard Pope, management supervisor; Joe Henrici, group head; Lloyd Curtiss, account executive.

Deutsch & Shea, New York—engineering services, recruitment advertising—Helen Curtis, account supervisor.

CANADIAN GENERAL ELECTRIC CO.

MARKETING PERSONNEL

Hugh Rose, manager, advertising and sales promotion, apparatus department, Peterborough, Ontario

T. A. Yellowlees, manager, advertising and sales promotion, switchgear & control section, apparatus department, Peterborough

G. D. Adamson, specialist, advertising and sales promotion, civilian atomic power department, Peterborough

D. G. MacKenzie, manager, advertising and sales promotion, appliance and television receiver department, Montreal

M. D. Locke, specialist, advertising and sales promotion, electronic equipment and tube department (electronic department), Toronto

R. S. Thompson, specialist, advertising and sales promotion, electronic and tube department (tube section), Toronto

V. R. Young, manager, advertising and sales promotion, industrial products department, Toronto

F. R. Johnson, merchandising manager, retail market, lamp department, Toronto

G. H. Wheatley, merchandising manager, C&I market, lamp department, Toronto

N. Hickling, manager, miniature lamp sales, Toronto

C. F. Colvin, manager, advertising and sales promotion, small appliance department, Barrie, Ontario

ADVERTISING AGENCY

MacLaren Advertising Co., Toronto—G. L. Reneau, account supervisor; G. Perkins, E. G. Exley, C. E. King and R. Westlake, account executives; H. T. G. Gill and R. Sanders, account executives in Montreal.

CHEMICAL & METALLURGICAL DIVISION

Bridgeport, Conn.

MARKETING PERSONNEL

W. E. Harris, manager, advertising and sales promotion, chemical materials department, Pittsfield, Mass.

A. Doremus, manager, advertising and sales promotion, conduit products department, and wire and cable department, Bridgeport, Conn.

W. H. Lewellen, specialist, advertising and sales promotion, laminated products department, Coshocton, O.

M. L. Smith, manager, advertising and sales promotion, metallurgical products department, Detroit

R. A. Winter, manager, advertising and sales promotion, silicone products department, Waterford, N. Y.

J. E. Neuberger, manager, advertising and sales promotion, wiring device department, Providence

J. R. L. Holdsworth, specialist, advertising and sales promotion, insulating materials department (Schenectady, N. Y.)

Note: The conduit products department, wire and cable department and insulating materials department are serviced by the advertising and sales promotion department, Schenectady.

ADVERTISING AGENCIES

G. M. Basford Co., New York—chemical materials—Fred Messner, account supervisor; Mrs. Carol Perrin, account executive.

Ross Roy-Brooke, Smith, French & Dorrance, Detroit—metallurgical products—Owen A. Brady, account executive.

Ross Roy-Brooke, Smith, French & Dorrance, New York—silicone products—Henry Larson, account executive.

Noyes & Co., Providence, R. I.—wiring device department—A. E. Van Wagner, account supervisor.

Jay H. Maish Co., Marion, O.—laminated products—W. J. Black, account executive.

COMPONENT PRODUCTS DIVISION

Ft. Wayne, Ind.

MARKETING PERSONNEL

R. A. Stewart, specialist, marketing, promotion, research, accessory equipment department, Bridgeport

L. H. Van Wassenhove, manager, advertising and sales promotion, appliance control department (Morrison, Ill.)

E. R. Searby, specialist, advertising and sales promotion, appliance motor department (DeKalb, Ill.)

J. M. McDermott, manager, advertising and sales promotion, ballast department (Danville, Ill.)

P. J. Dunn, specialist, advertising and sales promotion, gear motor and transmission components department (Paterson, N. J.)

W. F. Brunner, manager, marketing administration, research, advertising and sales promotion, general purpose component motor department (Ft. Wayne, Ind.)

D. G. Cochran, product planner, advertising and sales promotion, hermetic motor department (Holland, Mich.)

D. A. Hamilton, manager, advertising and sales promotion, small integral motor department (Ft. Wayne, Ind.)

W. H. Thompson, specialist, advertising and sales promotion, specialty motor department (Ft. Wayne, Ind.)

G. D. Dykhuizen, specialist, advertising and sales promotion, specialty transformer department (Ft. Wayne, Ind.)

Note: All departments are handled by the advertising and sales promotion department, Schenectady.

DEFENSE ELECTRONICS DIVISION

Syracuse, N. Y.

MARKETING PERSONNEL

R. W. Sheeny, supervisor, advertising and sales promotion, light military electronics department, Utica, N. Y.

B. A. Mangum, manager, information services, defense systems department (Syracuse, N. Y.)

L. H. Naum, manager, advertising and sales promotion, heavy military electronics department (Syracuse, N. Y.)

C. J. Hoffman, manager, advertising and sales promotion, missile and space vehicle department (Philadelphia)

R. C. Sharp, manager, product information, ordnance department (Pittsfield, Mass.)

G. H. Floyd, manager, advertising and sales promotion, communication products department (Lynchburg, Va.)

Note: The defense systems department, heavy military electronics department, light military electronics department, missile & space vehicle department, and ordnance department are serviced by the advertising and sales promotion department, Schenectady.

ADVERTISING AGENCY

Ross Roy-Brooke, Smith, French & Dorrance, New York—communication products—Henry Larson, account executive.

ELECTRONIC COMPONENTS DIVISION

Owensboro, Ky.

MARKETING PERSONNEL

W. A. Babcock, manager, advertising and sales promotion, power tube department, Schenectady, N. Y.

R. D. Kennedy, manager, advertising and sales promotion, receiving tube department, Owensboro, Ky.

J. C. Peet, manager, advertising and sales promotion, rectifier components department, Auburn, N. Y.

S. R. Tedford, manager, advertising and sales promotion, semiconductor products department, Syracuse, N. Y.

R. E. McBride, manager, advertising and sales promotion, I&M operation, cathode ray tube department, Syracuse, N. Y.

Note: The power tube and cathode ray tube departments are handled by the advertising and sales promotion department, Schenectady.

ADVERTISING AGENCIES

Ross Roy-Brooke, Smith, French & Dorrance, New York—semiconductor products, rectifier components—Henry Larson, account executive.

Gardner Advertising, St. Louis—receiving tubes—Paul Visser, account supervisor; Irwin Lanning, creative contact.

HOTPOINT DIVISION

Chicago

MARKETING PERSONNEL

L. J. DiAngelo, manager, advertising and sales promotion, kitchen and laundry appliance department

A. M. Utt, manager, advertising and sales promotion, refrigeration department

ADVERTISING AGENCY

Compton Advertising, Chicago—Hotpoint appliances—Paul Cooke, account supervisor; Dick Frederick, account manager.

HOUSEWARES & COMMERCIAL EQUIPMENT DIVISION

Bridgeport, Conn.

MARKETING PERSONNEL

M. M. Masterpool, manager, housewares and commercial equipment advertising and publicity, national distribution operation

J. E. Clarke, manager, merchandising, portable appliance department

A. F. Forni, manager, merchandising, home care and comfort products department

E. C. Pease, manager, merchandising, clock and timer department (Ashland, Mass.)

M. W. Johnson, manager, advertising and sales promotion, commercial equipment department (Chicago Heights, Ill.)

ADVERTISING AGENCIES

N. W. Ayer & Son, Philadelphia—clock and timer department—Newton C. Cunningham, account supervisor; Richard Kress, account representative.

Maxon Inc., New York—home care and comfort products department—Mrs. Dorothy Adams, account executive.

Young & Rubicam, New York—portable appliance department and divisional advertising. Brereton Hall, account supervisor; Patrick T. Ende, portable appliance account executive; Edward J. Palmer, divisional advertising account executive.

Note: The commercial equipment department is serviced by the advertising and sales promotion department, Schenectady.

INDUSTRIAL ELECTRONICS DIVISION

New York

MARKETING PERSONNEL

Roy Jordan, manager, advertising and sales promotion, computer department, Phoenix, Ariz., has been reassigned, not yet replaced

W. R. Petrie, manager, advertising and sales promotion, X-ray department, Milwaukee

L. R. Brickey, manager, advertising and sales promotion, industry control department (Roanoke, Va.)

P. M. Johnson, manager, advertising and sales promotion instrument department (West Lynn, Mass.)

A. V. Brancati, manager, advertising and sales promotion, specialty control department (Waynesboro, Va.)

Note: The industry control department, instrument department, and specialty control department are serviced by the advertising and sales promotion department, Schenectady.

ADVERTISING AGENCIES

The McCarty Co., Los Angeles—computer department—W. H. Atwell, account executive.

Bresnick Co., Boston—instrument department (exposure meters)—Oscar Bresnick, account supervisor.

Klau-Van Pietersom-Dunlap, Milwaukee—X-ray department—Thomas F. Scannell Jr., account supervisor; Gilbert Goetz, account executive.

INTERNATIONAL GENERAL ELECTRIC CO. DIVISION

New York

MARKETING PERSONNEL

G. E. Kendall, manager, advertising and sales promotion

R. Sweeney, supervisor, advertising and sales promotion, producer goods export department

H. D. Hanshaw, specialist, advertising and sales promotion, Hotpoint, lamps, housewares, electric components

F. C. DeLorenzo, specialist, advertising and sales promotion, commercial products

E. J. David, specialist, advertising and sales promotion, major appliances

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, New York—Bayard Pope, management supervisor; Joe Henrici, group head; Bill Oliver and Jack Wiechmann, account executives.

LAMP DIVISION

Cleveland

MARKETING PERSONNEL

M. R. King, manager, advertising and sales promotion, large lamp department

F. F. Schuhle, manager, advertising and sales promotion, miniature lamp department

T. H. Castle, specialist, advertising and sales promotion, photo lamp department

W. R. Becker, manager, marketing section, lamp glass department

R. W. Hilbish Jr., specialist, advertising and sales promotion, lamp metals and components department

J. C. Boyter, manager, communications and market development, outdoor lighting department (Hendersonville, N. C.)

Note: The outdoor lighting department is serviced by the advertising and sales promotion department, Schenectady.

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, Cleveland—residential lamps—John Fogarty, account supervisor; Richard Owen, account executive.

Foster & Davies, Cleveland—Christmas tree, Ozone and Germanium lamps—M. R. Davies, account supervisor.

Grey Advertising, New York—photo lamps—George DePu, account supervisor; Thomas Armstrong, account executive.

Griswold-Eshleman Co., Cleveland—commercial and industrial lamps—John Conde, account supervisor; Lou Ruf and David Brand, account executives.

MAJOR APPLIANCE DIVISION

Louisville, Ky.

MARKETING PERSONNEL

G. F. Kiewert, manager, advertising and sales promotion, room air conditioners

R. A. Sestero, manager, advertising and sales promotion, central air conditioner section (Tyler, Tex.)

E. Reichert, manager, sales planning and advertising, dishwasher and Disposall department

H. E. Brown, manager, advertising and sales promotion, home laundry department

S. G. Stevens, manager, sales planning and advertising, refrigerators

Gordon Smith, manager, advertising and sales promotion, range department

W. A. White, manager, advertising and sales promotion, sales and distribution department

D. Tunis, manager, advertising and sales promotion, residential market development operation

ADVERTISING AGENCIES

Erwin Wasey, Ruthrauff & Ryan, New York—central air conditioning—Grant Worrell, account supervisor; Paul Grover, account executive.

Young & Rubicam, New York—room air conditioners, dishwasher and Disposall, home laundry, household refrigerator, range, sales and distribution departments, residential market development operations—James Watt Jr., account supervisor; James Symington, operational supervisor, household refrigerators, room air conditioners, sales and distribution; Robert E. Morenz, account executive, ranges, room air conditioners; Jack Moorman, account executive, dishwashers, Disposall, residential market development operations, sales and distribution; William E. Brennan, account executive, household refrigerators; Theodore Barash, account executive, home laundry.

RADIO & TELEVISION DIVISION

De Witt, N. Y.

MARKETING PERSONNEL

J. C. Calahan, manager, merchandising and sales promotion, radio receiver department (Utica, N. Y.)

J. F. Novak, specialist, merchandising, audio products department (Decatur, Ill.)

C. R. Lunney, manager, advertising and sales promotion, tv receiver department (Syracuse, N. Y.)

ADVERTISING AGENCY

Young & Rubicam, New York—Charles Young, account supervisor; Clive Howard, tv receivers and audio products account executive; Theodore Baer, radio department account executive.

SWITCHGEAR AND CONTROL DIVISION

Philadelphia, Pa.

MARKETING PERSONNEL

R. W. Dorsey, manager, advertising and sales promotion, circuit protective devices department (Plainville, Conn.)

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Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.

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MORE prospects* / . . . *the meaningful* type of readers who influence purchases*

- **75.3% of M/M's subscribers hold positions of influence in more than 60,000 conservative Protestant churches.**
- **M/M's 100,000 homes (with more than 280,000 readers) provide another important market.**
- **64.2% own or are buying homes.**
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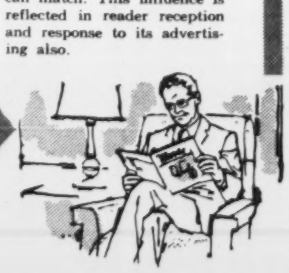
LAWRENCE ZELTNER, *Advertising Manager*



WHAT
GOOD DOES
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Some years ago in Japan, not many knew the answer. Some didn't even care. But now they are asking, "What more can advertising do ?" We know there's no answer. Ideas, and ideals, know no limits. But we often ask ourselves at Dentsu how we can make advertising, your advertising, do more. It is our favorite question, in fact, when researching, planning, budgeting, buying, writing, drawing . . . every time we take pencil in hand.

DENTSU ADVERTISING LIMITED

Head Office : Nishi-Ginza, Tokyo, Japan Cables : "DENTSU TOKYO"
New York Office : Time & Life Bldg., Rockefeller Center, New York 20, N.Y., U.S.A.
Representative Offices : Chicago, Los Angeles, San Francisco, Honolulu, Okinawa Taipei

R. D. Fitzpatrick, manager, merchandising sales, advertising and sales promotion, distribution assemblies department (Plainville, Conn.)

A. G. Davidson Jr., manager, advertising and sales promotion, general purpose control department (Bloomington, Ill.)

W. L. Teepie, manager, advertising and sales promotion, high voltage switchgear department (Philadelphia)

J. M. Warner, manager, advertising and sales promotion, low voltage switchgear department (Philadelphia)

J. O. Cook, manager, advertising and sales promotion, medium voltage switchgear department (Philadelphia)

Note: The general purpose control department, high voltage switchgear department, medium voltage switchgear department, and low voltage switchgear department are serviced by the advertising and sales promotion department, Schenectady.

ADVERTISING AGENCY

Ross Roy-Brooke, Smith, French & Dorrance, New York—circuit protective devices and distribution assemblies—Henry Larson, account executive.

INDUSTRIAL SALES OPERATION

Advertising and Sales Promotion Department
Schenectady, N. Y.

MARKETING PERSONNEL

R. B. Reid, advertising and sales promotion manager

C. K. Emery, media planning manager

ADVERTISING AGENCY

George R. Nelson Inc., Schenectady—advertising and sales promotion department; classified and recruitment advertising—Robert S. Cragin, account supervisor.

The following departments are serviced by the aforementioned advertising and sales promotion department, Schenectady, N. Y.:

ATOMIC PRODUCTS DIVISION

MARKETING PERSONNEL

H. A. Beaudoin, manager, advertising, sales promotion and public relations, atomic power equipment department (San Jose, Cal.)

FLIGHT PROPULSION DIVISION

MARKETING PERSONNEL

P. Schratter, manager, information and communication, aircraft accessory turbine department, (West Lynn, Mass.)

R. E. Howe, manager, product information, marketing section, flight propulsion laboratory department (Cincinnati)

W. G. McGarry, manager, promotion and publicity, large jet engine department (Cincinnati)

L. M. Wood, manager, sales support, small aircraft engine department (West Lynn, Mass.)

MOTOR AND GENERATOR DIVISION

MARKETING PERSONNEL

C. E. Geary, manager, advertising and sales promotion, direct current motor and generator department (Erie, Pa.)

G. D. Hardbottle, specialist, advertising and sales promotion, industrial heating department (Shelbyville, Ind.)

R. C. Alexander, supervisor, advertising and sales promotion, large motor and generator department (Schenectady, N. Y.)

H. E. Burgess, manager, advertising and sales promotion, medium AC motor and generator department (Schenectady, N. Y.)

J. F. McDermott, manager, locomotive advertising and sales promotion, locomotive and car equipment department (Erie, Pa.)

R. L. Bowersox, manager, equipment advertising and sales promotion, locomotive and car equipment department (Erie, Pa.)

B. T. Smith, specialist, advertising and sales promotion, parts section, locomotive and car equipment department (Erie, Pa.)

ADVERTISING AGENCY

Gotham-Vladimir Advertising, New York—export advertising for locomotive and car equipment department—Daniel C. Kaufherr, account executive.

TRANSFORMER DIVISION

MARKETING PERSONNEL

P. N. Goldthwaite, manager, advertising and sales promotion, capacitor department (Hudson Falls, N. Y.)

J. L. Richardson, manager, advertising and sales promotion, distribution transformer department (Pittsfield, Mass.)

G. M. Gamble, specialist, advertising and sales promotion, lightning arrestor and cutout product section (Pittsfield, Mass.)

G. L. Donovan, manager, sales planning and promotion, medium transformer department (Rome, Ga.)

A. E. Lindholm, manager, advertising and sales promotion, meter department (Somersworth, N. H.)

D. R. Dalzell, manager, advertising and sales promotion, power transformer department (Pittsfield, Mass.)

R. A. Chatterley, specialist, advertising and sales promotion, voltage regulator product section (Pittsfield, Mass.)

F. R. McVicker, manager, advertising and sales promotion, insulator department (Baltimore)

ADVERTISING AGENCY

Emery Advertising, Baltimore—insulator department—Louis Mathai, account supervisor.

TURBINE DIVISION

MARKETING PERSONNEL

C. G. Jameson, specialist, advertising and sales promotion, foundry department (Schenectady)

K. T. Lewis, advertising and sales promotion, gas turbine department (Schenectady)

C. S. McBride, manager, advertising and sales promotion, large steam turbine-generator department (Schenectady)

J. R. Frazier, specialist, advertising and sales promotion, medium steam turbine, generator and gear department (West Lynn, Mass.)

L. W. Gilmartin, specialist, advertising and sales promotion, small steam turbine department (Fitchburg, Mass.)

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HOLDS 20 8½" x 11" SHEETS
SOFT • WHITE • DISTINCTIVE
UNIQUE STITCHING
WILL NOT SNAG OR SCRATCH
CLINT LEAP, INC.
737 Locust Corner Road
Cincinnati 45, Ohio

General Foods Corp.

	1960†	1959
Sales	$1,160,177,000	$1,087,076,000
Earnings	66,821,000	61,071,000
Advertising	110,000,000*	103,000,000*

†Fiscal year ended March 31, 1961
*Domestic total, estimated by AA

General Foods Corp., White Plains, N. Y., the nation's third largest national advertiser, increased its worldwide advertising by 10% in 1961, its best year in sales and earnings.

This was the second consecutive year of record sales, earnings and advertising expenditures. Current sales are more than double the 1949 rate, and earnings have almost doubled in the same period.

The nation's largest food packager last month said its worldwide advertising expenditure for fiscal 1960 was "nearly $121,000,000." This compares with $110,000,000 reported by the company in 1959 and $96,000,000 in 1958.

Net earnings for the fiscal year were 8.5% ahead, sales 6.7% ahead and physical volume of products sold was ahead 9.8%. For the first quarter of the current fiscal year, ended June 30, GF continued to amass records: Sales rose 5.1% over the previous first quarter to $288,523,000 and earnings increased 6.5% to $16,150,000.

■ Measured media expenditures of GF increased by $4,000,000 last year, and unmeasured media by $3,000,000. More than 40% of GF's estimated domestic ad budget goes into unmeasured media. There were no major shifts in media emphasis for GF last year, such as in 1959, when magazine expenditures virtually doubled. Precentagewise, outdoor showed a big upsurge, zooming to $2,000,000 from $361,000 in 1959. Television advertising increased nearly $2,000,000 as the spot tv budget moved up to virtually equal the network expenditure for the first time. Newspaper advertising was up $2,500,000, magazine advertising down more than $1,000,000.

Expenditures in measured media last year included:

Gaines Gravv Train dog food, $4,000,000; Maxwell House coffees (instant and ground), $7,000,000; Sanka instant coffee, $1,000,000; Yuban instant coffee, $6,000,000; Minute Rice, $4,000,000; Birds Eye frozen foods and vegetables, $5,000,000; Jell-O gelatins, $2,000,000; Jell-O puddings and pie fillings, $2,500,000; Post dry cereals, $3,600,000; Swans Down cake mixes and flour, $2,000,000; Kool Aid, $1,400,000 and Tang breakfast drink, $1,125,000.

■ Millions more were spent in multi-product advertising, which is not broken down by product. Adding unmeasured expenditures to the above product totals would boost them considerably. For example, the total budget for Maxwell House coffees is probably about $10,000,000.

Among the hundreds of other advertised products are Walter Baker chocolate products, Postum beverages and cereal, Baker's coconut, Dream Whip dessert topping, Good Seasons salad dressing mix, Log Cabin syrup, Minute Mashed potatoes, Kernel-Fresh popcorn and nuts, Minute tapioca, Tuffy dishwashing aid, Satina ironing aid and S.O.S. soap pads.

New product introductions continued at a hard-hitting pace in 1961. Chairman Charles Mortimer once said, "The very moment you put a new product on the supermarket shelf, it is out of date and you should already be thinking about developing the next one." Another top GF executive commented this year that "perhaps as much as 80% of our business in 1975 will be in products we don't even know about today."

Probably the biggest new product push went into Instant Yuban coffee, launched in 1958 and still achieving national distribution this year. The total, including sampling, may well exceed $10,000,000. Yuban is the No. 3 instant in New York, Philadelphia, San Diego and elsewhere, and No. 2 in Los Angeles and Boston—and still growing.

A $2,000,000 drive is under way for the new instant Sanka, including hi-fi newspaper color pages in 58 markets, some 10,000,000 four-cup free samples bound into magazine pages, and an equal amount of 10¢-off coupons. Thus GF is out to extend its dominant position in the U.S. coffee business, where it already has probably half the total market, with Maxwell House the No. 1 ground coffee, Instant Maxwell House the No. 1 soluble and Sanka the top de-caffeinated.

BIG DRIVE—*One of General Foods' major 1961 drives is for Sanka, promoted in this full-color magazine ad.*

■ Gaines Gravy Train dog food, introduced in 1960, got general distribution. The dry dog food business increased some 10% last year and is now about 40% of the total market. Purina Dog Chow, in first place for several years, has slightly over 29%, according to late market reports; Gravy Train nearly 15%; Gaines Meal 9%, and Friskies nearly 6.5%. Gravy Train's share is up from 8.5% of a year ago, but not back to the 16% peg it had at the height of its introductory advertising. Some competitors feel that Gravy Train has pretty much hit its stride, and that some of its market has been gained at the expense of Gaines Meal, which dropped 2% since last year.

■ Also in general distribution were two new Jell-O instant pudding flavors, a new Kool Aid flavor, additions to the Swans Down cake mix line, Baker's fine grated coconut, three Birds Eye frozen vegetables and larger family sizes of Birds Eye and Jell-O products.

Among the new items in limited or test markets were: An expanded line, now 23 items, of Birds Eye frozen instant baby foods, Swans Down homemade bread mix, Brim beverage powder to be mixed with milk for a protein-rich "breakfast in a glass," two new dog food items, new Jell-O flavors, three new Good Seasons mixes, new dry cereals, grapefruit flavor Tang and 11 new Birds Eye frozen food vegetables ranging from French fried crinkle cut potatoes in polyethylene bags to artichoke hearts.

In the institutional market a new vending-machine coffee blend was developed and the company experimented with a special quick food service for public feeding establishments. The Atlantic gelatin division marketed a new line of refined oils for industrial lubrication uses.

On the debit side, the Gourmet foods lines, discontinued at retail the year before, was also dropped from the mail order business earlier this year, and presumably has been written off to experience.

One GF coffee, Bliss, was discontinued last year. Bliss was primarily a low-priced product and as world conditions dropped prices for all coffee brands, GF decided that Bliss had lost its *raison d'etre*. Ogilvy, Benson & Mather was the Bliss agency. There was no substantial advertising.

■ In share of market, besides dominating the coffee business, GF is considered No. 1 in frozen foods (Birds Eye); second in dry cereals, with 25% of the market behind Kellogg's 33% (GF's Post cereals packages are undergoing a major redesign to give them a more "quiet, legible, refined" look); far and away the leader in gelatin desserts and at or near the top in baking chocolate, packaged coconut, tapioca, blended maple syrup, regular and instant puddings, soft drink powder, cake flour, and dozens more of the 250 grocery products it markets under more than 30 brand names.

The importance of new products was further emphasized with the creation of a corporation-wide, new-products plans board under exec vp John A. Sargent, to co-ordinate all new-product activities. In keeping with the GF definition of marketing ("everything done with the product between the factory door and the consumer's kitchen"), many staff services were coordinated under exec vp Herbert M. Cleaves.

■ In a reversal of earlier policy, the company is recentralizing and this year headquarters for three more operating divisions will move to White Plains, where there are already five divisions. The new ones are Maxwell House for Hoboken, and Perkins-S.O.S. from Battle Creek and Chicago.

The moves will transfer more than $5,000,000 in billings for the Perkins-S.O.S. division from the Chicago office of Foote, Cone & Belding to FC&B's New York office and will switch the division's Open Pit barbecue sauce account from Young & Rubicam, Chicago, to Ogilvy, Benson & Mather, New York, effective Jan. 1.

■ Capital expenditures and acquisitions continued to receive heavy attention. In the past three years GF has invested $100,000,000 in capital additions. Last year it increased a record 15% to $39,900,000 and the company predicts it will go still higher in the current fiscal year. Four foreign acquisitions have been made so far this year, for a total under $10,000,000. President Wayne C. Marks said last month that foreign operations have grown from less than 4% three years ago to a point where they are likely to hit 10% this year.

Largest of the new foreign companies is Krema Hollywood Co. of Paris, the leading candy and gum company of France. The others are a Bologna, Italy, pasta business, a small French pepper and spice business and an Australian operation marketing a wide line of foods and drinks.

General Foods has four domestic agencies with these GF billings: Benton & Bowles (estimated $40,000,000), Young & Rubicam ($35,000,000), Foote, Cone & Belding ($10,000,000) and Ogilvy, Benson & Mather ($4,000,000).

K2-222
K2-223
K2-224

WAVE-TV viewers buy 28.8% more AUTOMOBILES
—and 28.8% more tires, batteries, anti-freeze and supplies, of course!
That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.
WAVE TV
CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 16,197,397	$ 13,738,272
Magazines	9,194,991	10,295,444
Farm Publications	210,182	225,466
Business Publications	258,900	248,000
Network Television	18,623,648	20,890,321
Spot Television	18,540,740	14,599,400
Outdoor	2,058,902	361,721
Total Measured	65,084,760	61,063,624
Total Unmeasured	44,915,240	41,936,376
Estimated Total Expenditure	110,000,000	103,000,000

MARKETING PERSONNEL

Corporate

Herbert M. Cleaves, exec vp, marketing
R. H Bennett, vp, senior marketing counselor
Edwin W. Ebel, vp, advertising services
R. C. Eldridge, director, trade services
B. R. Panettiere, director, marketing research services
Herbert N. Frank, director, corporate product development
W. P. Brown, manager, special projects
H. A. Dingwell Jr., director broadcast programming
F. J. Harvey, manager, advertising controls
H. J. Deidesheimer, associate manager, production advertising controls
A. O. Knowlton, director, media coordination
W. L. Farnsworth, associate media coordinator
E. A. Fitzsimmons, associate media coordinator

BIRDS EYE DIVISION

MARKETING PERSONNEL

E. W. Kelley, general manager
C. T. Pope, marketing manager
W. P. Casey, advertising and merchandising manager
H. F. Lochrie, advertising manager
J. F. Curran, associate advertising manager
W. P. Delaney, sales promotion manager
R. J. Cooney, sales promotion assistant
W. A. Davis, sales promotion assistant
E. H. Tollner, sales promotion assistant
A. C. Knudsen, product group manager, fruits, vegetables, potatoes and concentrates group
J. J. Flanigan, product manager, vegetables
R. B. Irwin, assistant product manager
H. A. Schurig, product manager, fruits and potato products
H. S. Madsen, product manager, frozen concentrate products
G. T. Moran, product group manager, prepared foods product group
T. R. Hickey, product manager, prepared dinners and pies
R. M. Healy, product manager, prepared fish, poultry, chicken a la king and onion rings
E. W. Gutelius, manager, baby food marketing
M. G. Reilly, product manager
Jean O'Brien, manager, professional services
F. W. Luttmann, new product development manager
J. W. Weston, new product manager

ADVERTISING AGENCIES

Young & Rubicam, New York—All Birds Eye products except baby foods—Charles Fleischmann, account supervisor; Walter Silbersack and John Smith, account executives.

Benton & Bowles, New York—Birds Eye instant baby foods—John Anderson, management supervisor; Bruce Allen, account supervisor; Thomas Talbott, account executive.

ELECTRICOOKER DIVISION

MARKETING PERSONNEL

Paul W. Shepherd, general manager
T. H. Lynch, assistant to sales manager
T. H. Marler, manager, sales administration

ADVERTISING AGENCY

Young & Rubicam, New York—Kernel-Fresh nuts—Charles Fleischmann, account supervisor.

INSTITUTIONAL PRODUCTS DIVISION

MARKETING PERSONNEL

J. J. Gannon, marketing manager, food group
T. G. Hughes, market planning manager, food group
D. J. Hopwood, product group manager, food products
W. F. Volckmann, product manager, Jell-O gelatins, instant puddings, pudding and pie fillings, Wigwam syrup, Minute Mashed potatoes, Minute sliced potatoes, Good Seasons soup bases
J. J. Fitzgerald, assistant product manager, instant Postum individuals, Post individual cereals, plain gelatin, instant Tang, Minute Tapioca, Calumet baking powder, Baker's Champion chocolate, Baker's Century cocoa
E. H. Rea, product manager, coffee and vending products
R. C. Neubert, assistant product manager, Maxwell House coffee
F. S. King, product manager, instant Maxwell House
F. E. Haas, assistant product manager, instant Maxwell House
H. W. Fox, assistant product manager, envelope packs of instant Maxwell House, Sanka, Right Time soups, Tang, Pream and Coffee Break kits
J. F. Hussey, assistant product manager, vending coffees, Baker's vending mixes, Dean's milk
H. P. Maeder, product group manager, frozen prepared foods
W. A. Todd, product manager, frozen prepared foods
W. F. Scazzero, assistant product manager, frozen prepared foods

INTERNATIONAL DIVISION

ADVERTISING AGENCY

Benton & Bowles, New York—Management supervisor, T. C. Levenson; account executive, Donald C. Waterous.

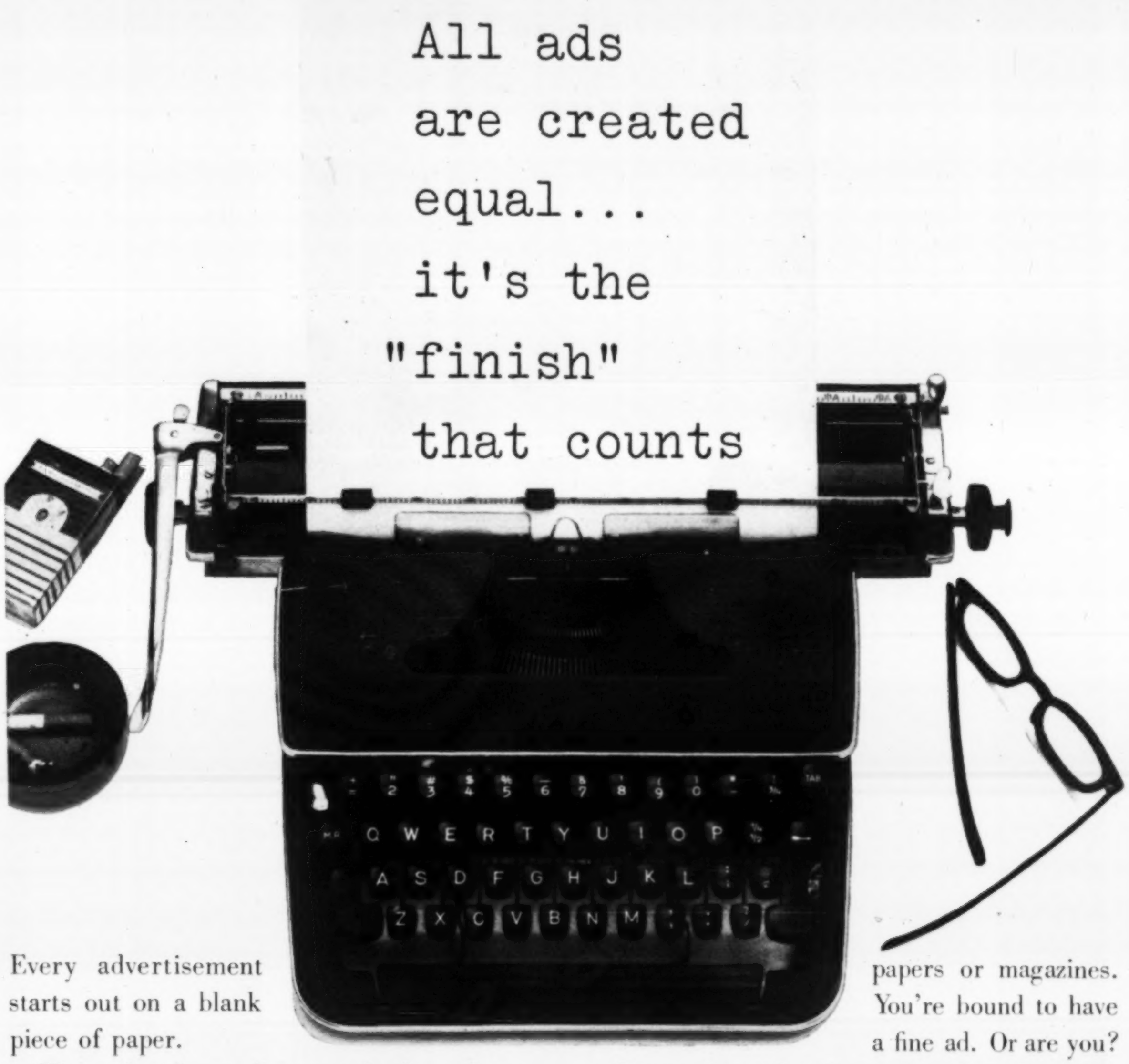
MARKETING PERSONNEL

E. B. Arnold, director, Latin America
J. P. Ortega, sales and advertising manager, Central and South America
M. B. Vos, sales and advertising manager, Caribbean and Mexico
R. E. Dillon, merchandising manager, Caribbean and Mexico
J. R. McDonald, merchandising manager, Central and South America
R. L. Grosjean, director, Africa and Asia
R. D. Buchanan, manager, Hawaii, Alaska and Guam overseas military sales
H. Roe, assistant overseas military manager
W. I. McGirr, sales and advertising manager, Middle East and Africa
W. J. Whitney, sales and advertising manager, Far East
H. A. M. Immink, merchandising manager, Far East
T. T. Gaffney, merchandising manager, Hawaii, Alaska and Guam
J. D. Griffin, manager, marketing services
G. E. White, director, British and European operations
P. L. Beurskens, staff coordinator, European area
J. W. Webber, manager, domestic military sales

ADVERTISING AGENCIES

GF reports that the international division uses three U. S. agencies (Y&R, B&B, FC&B). However, the bulk of its $8,000,000 international advertising is placed locally through overseas subsid-

INPAK SYSTEMS, INC.
Consultants to Management on Packaging
141 East 44 Street
New York 17, N. Y.
"DESCRIPTIVE BOOKLET ON REQUEST"



Every advertisement starts out on a blank piece of paper.

The writer has only a couple dozen letters, a handful of punctuation marks, to work with. The art director has the same colors and blank space to use as anyone else. Then the artist or photographer add their skills.

It's how they all stir 'em up and set 'em down that counts.

Let's assume that writer, art director, artist or photographer have all done splendid jobs. All you have to do now is get it in the papers or magazines. You're bound to have a fine ad. Or are you?

Remember, it's a Great Step from layout to printed page—and it's what's up front of the reader's eyes that counts.

Sound advertisements can be crippled by poor typography.

Fine advertisements can be made even stronger by good typography.

Since it costs no more, isn't it sound type sense to let your ATA member take the Giant Step that makes good ads even better?

It pays to set type right...

ADVERTISING TYPOGRAPHERS ASSOCIATION OF AMERICA, Inc.

●●

time for type?—*just call the nearest member of the Advertising Typographers Association of America*

EXECUTIVE OFFICES:
461 Eighth Avenue, New York 1, N.Y.

AKRON, OHIO
The Akron Typesetting Co.

ATLANTA, GEORGIA
Higgins-McArthur Company

BALTIMORE, MARYLAND
The Maran Printing Co.

BOSTON, MASSACHUSETTS
The Berkeley Press
Machine Composition Co.
H. G. McMennamin

CHICAGO, ILLINOIS
J. M. Bundscho, Inc.
The Faithorn Corp.
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats, Inc.
Frederic Ryder Company

CINCINNATI, OHIO
The J. W. Ford Company

CLEVELAND, OHIO
Bohme & Blinkmann, Inc.
Schlick-Barner-Hayden, Inc.
Skelly Typesetting Co., Inc.

COLUMBUS, OHIO
Yaeger Typesetting Co., Inc.

DALLAS, TEXAS
Jaggars-Chiles-Stovall, Inc.

DAYTON, OHIO
Dayton Typographic Service

DENVER, COLORADO
The A. B. Hirschfeld Press
Hoflund-Schmidt Typographic Service

DETROIT, MICHIGAN
Arnold-Powers, Inc.
The Thos P. Henry Company
George Willens & Company

INDIANAPOLIS, INDIANA
The Typographic Service Co., Inc.

KALAMAZOO, MICHIGAN
Mahoney Typographers, Inc.

LOS ANGELES, CALIFORNIA
Adtype Service Co., Inc.
Advertisers Composition Company
Bisch Type, Inc.
Nicholas-Preston Company

MILWAUKEE, WISCONSIN
Arrow Press, Inc.

MINNEAPOLIS, MINNESOTA
Dahl & Curry, Inc.
Duragraph, Inc.

NEWARK, NEW JERSEY
Barton Press
William Patrick Co., Inc.

NEW YORK, NEW YORK
Ad Service Company
Advertising Agencies' Service Co., Inc.
Artintype, Inc.
Associated Typographers Inc.
Atlas Typographic Service, Inc.
Central Zone Press, Inc.
The Composing Room, Inc.
Composition Service, Inc.
Diamant Typographic Service, Inc.
Huxley House Ltd.
King Typographic Service Corp.
Linocraft Typographers, Inc.
Master Typo Company, Inc.
Chris Olsen Typography, Inc.
Frederic Nelson Phillips, Inc.
Philmac Typographers, Inc.
Royal Typographers, Inc.
Frederick W. Schmidt, Inc.
Harry Silverstein, Inc.
Supreme Ad Service, Inc.
Tri-Arts Press, Inc.
Typographic Craftsmen, Inc.
The Typographic Service Co
Kurt H. Volk, Inc.

PHILADELPHIA, PENNSYLVANIA
Walter T. Armstrong, Inc.
Alfred J. Jordan, Inc.
Progressive Composition Company
Typographic Service, Inc.

PITTSBURGH, PENNSYLVANIA
Davis & Warde, Inc.

PORTLAND, OREGON
Paul O. Giesey, Adcrafters, Inc.

ROCHESTER, NEW YORK
Rochester Monotype Composition Company

ST. LOUIS, MISSOURI
Warwick Typographers, Inc.

SAN FRANCISCO, CALIFORNIA
Griffin Brothers, Inc.

TORONTO, CANADA
Cooper & Beatty, Limited

iaries. The principal GF agency abroad is Y&R which services the account in the Caribbean, Great Britain and Germany. General Foods Ltd., Toronto, use the Baker, McKim, Y&R and McCann-Erickson agencies.

Young & Rubicam, New York—Harry Harding, senior vp.

Benton & Bowles, New York—Russell O'Brien, account supervisor.

Foote, Cone & Belding, New York—Robert Carney, chairman of the board.

JELL-O DIVISION

MARKETING PERSONNEL

H. R. Bloomquist, marketing manager
F. A. Baxter, product group manager
C. B. Butler, product manager, Minute Rice, Minute Tapioca and Minute Potatoes
E. S. Caso, product manager, laundry aids and pectins, D-Zerta
A. E. Cairnes, associate product manager
G. H. Blake, product group manager
E. C. Breeding, product manager, coconut, chocolate
R. E. Haynes, syrups, Calumet
J. C. Bell, associate product manager
S. A. Witham, product group manager
D. P. Jaicks, product manager, Jell-O gelatin
R. P. Kolesik, product manager, Jell-O puddings and Dream Whip
D. W. Scott, associate product manager

ADVERTISING AGENCIES

Foote, Cone & Belding, New York—William E. Chambers Jr., management representative; George G. Milliken, account supervisor, Walter Baker chocolate products, Calumet baking powder, D-Zerta, Minute potato products, Minute onions; William Day, account executive, Walter Baker chocolate; Ralph Jennings, account executive, Calumet, D-Zerta, Minute onions; Charles E. Little, account executive, Minute potato products.

Young & Rubicam, New York—all Jell-O products, New Horizon foods, Baker's coconut, Log Cabin syrup, Maple-Del syrup, Wigwam syrup, La France bluing, Satina, Certo, Sure-Jell, Minute Rice, Minute Tapioca, Dream Whip—account executives, John Hatheway, Robert Belden, Gid Upton, Richard Durrell, Edward Gellert.

MAXWELL HOUSE DIVISION

MARKETING PERSONNEL

J. A. Andrews, advertising and merchandising manager
W. P. Wood, product assistant

Maxwell House Coffee

R. P. Bauman, product manager
J. V. Cammisa Jr., associate product manager
G. Kney, assistant product manager
G. R. Moore, assistant product manager
P. J. DeMuth, product assistant
W. R. Jones, product assistant
R. P. Cortelyou, product assistant

Instant Maxwell House

V. A. Bonomo, product manager
G. Bremser, associate product manager
E. J. Fuhrman, assistant product manager
K. S. McQuade, assistant product manager
M. D. Sena, product assistant
B. A. Ackerson, product assistant

Sanka Coffees

A. A. Appert, product manager
R. A. Natiello, assistant product manager
R. J. Westervelt, product assistant
H. A. LeBeau, product assistant

Yuban Coffees

R. T. Silkett, product manager
W. E. Rawlings, associate product manager
F. T. Camp, assistant product manager
S. T. Hinkes, assistant product manager
H. H. Kuiper, product assistant
M. J. Silva, product manager, new products

ADVERTISING AGENCIES

Benton & Bowles, New York—Instant Maxwell House—Edward Murtfeldt, director-in-charge; T. C. Levenson, managment supervisor; Herbert Arnold, account supervisor; Henry Ross, Melville Jones and Alan Pando, account executives. Yuban coffee—George Chatfield, management supervisor; Henry Muller, account supervisor; Alvin C. Cuddeback and Joseph Hannan, account executives.

Ogilvy, Benson & Mather, New York—Maxwell House ground coffee—William E. Phillips, account supervisor; Robert Savage, account executive.

Young & Rubicam, New York—Sanka coffee—Walter Chamberlain, account supervisor; James Benedict and William Clark, account executives.

PERKINS-S.O.S. DIVISION

MARKETING PERSONNEL

M. R. Bohm, marketing manager
J. H. Giroux, advertising and merchandising manager
J. W. Grant, product manager, Kool-Aid, Kool-Pops
K. C. Brooks, associate product manager
A. D. Barrett, product manager, Good Seasons Salad dressing mix
J. F. Nolden, assistant product manager
R. W. Stevens, product manager, Open Pit Barbecue Sauce
R. S. Rasin, product manager, new products, Twist
R. E. Smith, assistant product manager
J. S. Welles, product manager, S.O.S. pads, Tuffy
R. A. Bryant, assistant product manager
E. S. Lang, product manager, cleanser products

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—Kool-Aid, Kool-Pops, S.O.S., Tuffy, Good Seasons. Account supervisor: Arthur Schultz. Account executives: J. F. Bresnehan (Kool-Aid), Earl Dugan (S.O.S. and Tuffy), Rudy Carlson (Good Seasons), and W. J. Fickinger (Kool-Pops and new products).

Young & Rubicam, Chicago—Open Pit Barbecue Sauce—account supervisor, Max G. Kocour; account executive, Norman Nichols

POST DIVISION

MARKETING PERSONNEL

M. C. Baker, marketing manager
R. P. Campbell, advertising and merchandising manager
F. K. Smart, group product manager, cereals
P. J. Hoffman, product manager, cereals
R. W. Tucker, assistant product manager, cereals
F. K. Mitchel, product manager, new cereals
R. B. Quick, assistant product manager, new cereals
W. L. Jackson, group product manager, dog foods
R. L. Cobb, product manager, Gaines products
W. L. Wyard, assistant product manager, Gaines products
J. R. Farris, manager, Gaines professional services
C. L. Havener, manager Gaines professional sales
G. R. Mohler, group product manager, beverages
R. H. Kreuger, product manager, new beverages
W. J. Meyers, assistant product manager, beverages
P. C. Ward, group product manager, Swans Down group
W. C. Wahl, product manager, Swans Down mixes
J. Georges, assistant product manager, Swans Down mixes
J. B. Dillingham, product manager, Swans Down cake flour and new products
G. Zehder, product planning manager
W. J. Betts, promotion planning manager
T. W. Berghs, assistant product planning manager
J. M. Brown, assistant promotion planning manager
J. S. Borland, assistant promotion planning manager
C. N. Gancer, assistant promotion planning manager
C. N. Pantera, assistant promotion planning manager
H. D. Bunger, art services manager
M. L. Irwin, manager, graphic arts
H. W. Little, market research and new products manager
T. R. McCune, assistant new products manager

ADVERTISING AGENCIES

Benton & Bowles, New York—management supervisor, L. T. Steele. Post cereals, account supervisor, Quentin McDonald. Account executives, Pater Gagarin, Ray Perkins and William Suessbrick. Gaines dog foods, account supervisor, Roderick Turner; account executives, Robert Harris, Thomas Mahon and William Miner.

Young & Rubicam, New York—Tang and instant Postum—Frank Yahner, account supervisor. Ray Jones, account executive, Tang; Craig Ward, account executive, Postum; Peter Forsch, account executive, Swans Down cake mixes.

General Mills Inc.

	1960†	1959
Sales	$575,512,067	$537,818,050
Earnings	12,832,118	11,515,150
Advertising	35,500,000*	35,500,000*

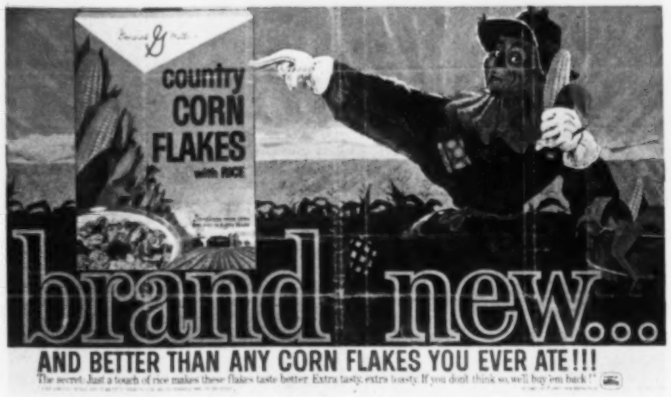
†Fiscal year ended May 31, 1960
*Estimated by AA

General Mills Inc., Minneapolis, the 18th largest national advertiser and largest flour miller, is estimated by ADVERTISING AGE to have maintained its advertising expenditures at $35,500,000 in 1960, about the same as in 1959.

The 1959 expenditure set a record and was 7% higher than in 1958.

Last August, the company reported that it spent $31,900,000 in advertising during the fiscal year ended May 31, 1960, down slightly from the preceding fiscal year. This figure was mostly in major media and did not include expenditures in such areas as direct mail, couponing and collateral materials, which AA includes in its "unmeasured" ad expenditure figures.

In an announcement prepared for release at the company's annual meeting Aug. 22, the company reported its advertising expenditures for the fiscal year ended last May 31 were $33,300,000, up 4.38% over the preceding fiscal year.


General Mills
country CORN FLAKES with RICE
brand new...
AND BETTER THAN ANY CORN FLAKES YOU EVER ATE!!!
The secret: Just a touch of rice makes these flakes taste better. Extra tasty, extra toasty. If you don't think so, we'll buy 'em back!"

FIRST CORN CEREAL—*General Mills entered the competitive corn cereal market with Country corn flakes, introduced this spring to the Iowa area with this four-color center spread in the Des Moines Register.*

In calendar 1960, General Mills increased its network tv expenditure by nearly $2,000,000, while decreasing expenditures in magazines by about $1,000,000, and newspapers and spot tv by less than $500,000 each.

■ Sales rose 7% to a record high of $575,512,067 in the fiscal year ended May 31, 1961. Sales in the previous year had dipped 1% after nearly a decade of virtually uninterrupted growth.

Earnings rose to $12,832,000, up 11.4% over the previous year, but were still below the company's record $16,817,000 in the year ended May 31, 1959.

Gerald S. Kennedy, chairman, and Charles H. Bell, president, said an improvement in consumer food activities was particularly pleasing.

Of the company's sales, flour accounts for about 42%, formula feed for about 13%, packaged foods 34%, and chemical and mechanical products 11%.

■ Among the company's principal national consumer products are Bisquick, Gold Medal Kitchen Tested flour and the Betty Crocker brands of cake mixes, frosting mixes, pie crust, cream puff, muffin, pancake, cookie and pizza mixes, Betty Crocker refrigerated biscuits, instant potatoes and Betty Crocker cook books; cereals such as Wheaties, Cheerios, Jets, Trix, Kix, Cocoa Puffs, Frosty O's; Larro feeds; O-Celo sponges; Durum products; a line of bakers flours, export flours and institutional products.

The company markets a number of regional products including several Betty Crocker cereals and cake mixes; Drifted Snow, Red Band, Red Star, Rex, White Deer, PurAsnow and La Pina flours; Spratt, Surechamp and Three Little Kittens pet foods; Gold Medal cake mixes; Puffin refrigerated biscuits, and Subtract.

Industrial products include pharmaceutical intermediates, organic chemical specialties, wheat starches, gluten, vitamins and guar gums, soybean and safflower products.

General Mills Ltd. markets in England a line of Betty Crocker mixes, Cakeoma mixes and a line of cereals.

■ In a move to streamline operational structure, General Mills combined its special commodities and oilseeds divisions into a new specialty products division. As part of its long-range diversification program, the company formed a new General Mills electronics group, combining the former mechanical division with Magnaflux Corp. and Daven Co., both acquired the preceding year. Magnaflux is a leader in materials inspection and testing. Daven supplies components and instruments in the electronics industry. The electronics group also includes electronic and mechanical defense products, automatic handling equipment, balloon and aerospace systems and research departments.

In June this year, General Mills established a new refrigerated foods division to handle both Betty Crocker and Puffin brands of buttermilk and home style biscuits, Betty Crocker raspberry Danish sweet rolls, pizza mix and butter twist, as well as other products slated for introduction in the near future. The products formerly were handled by the grocery products division. General Mills refrigerated foods business dates back to 1956, when the company acquired Ready-to-Bake Foods, Los Angeles.

The other General Mills operating divisions are grocery products, flour, feed and chemical.

■ General Mills, a marketer perpetually on its toes, was active again in introducing new products in 1960-'61.

New food products introduced nationally were several cake mixes—Betty Crocker toasted coconut, milk chocolate and lemon velvet layer, orange pineapple angel food, fudge swirl, angel food and lemon chiffon; Betty Crocker dark chocolate fudge frosting mix; two new Bisquick products—buttermilk Bisquick and pre-measured Bisquick—and several refrigerated products. Introduced to test market were Quick bake potato boats, Betty Crocker noodles Romanoff, potato salad and pan fry potatoes. The company entered the diet control food market with Subtract and Route 900, both powders, and a companion liquid distributed by milk route drivers or dairies. The company after years of abstinence, also entered the competitive corn flakes market with Country corn flakes, still distributed regionally. Previously the company made only wheat and oats cereals.

As part of its effort to carve an important place in the pet foods business, General Mills began marketing a reformulated dog food in the Pacific area and expanded distribution of Three Little Kittens cat food. The company acquired American Crab Meat Co., maker of Three Little Kittens, the year before. The company also repackaged its O-Celo sponges.

The company's subsidiary in England, General Mills Ltd., made a decision to concentrate mix sales and advertising efforts on the Betty Crocker label. The previous year the company acquired Latham & Co. Ltd., English manufacturer, of Cakeoma cake mixes and cereals. A total of 13 British-produced Betty Crocker mixes was introduced, six last fall and seven this spring. This spring four new cereals were launched on the British market—Cheerios, Sugar-O's, Cracka-Jacks and Starkles, under the family name, Big G cereals.

■ Because of the constant fight for space on grocers' shelves, General Mills operates on the theory that new products must be introduced to keep abreast of competition. At the same time it believes it is necessary to keep its line streamlined, so occasionally General Mills removes products from distribution.

In the flour division, the company introduced three new products for hotels, restaurants and institutions—a one-step angel food cake base, buttermilk pancake mix and Prairie buckwheat pancake mix. Four non-baking mix items were introduced under the Kitchen-Redi label—a dehydrated mashed potato, a dehydrated sliced potato and two rolled oats products. The company reports that flour exports, through both governmental and non-governmental channels, increased over those of the previous year.

Last March, General Mills dedicated a major new flour mill in Buffalo, N.Y., which uses the new Bellera Air Spun process of milling. The Bellera process is in essence a new direct flow "Air Spun method" for breaking down and processing wheat into flour, which reduces the "miles" of handling and the multitude of steps formerly required in milling. The Bellera process, which General Mills hopes will result in wider profit margin, is the brainchild of General Mills founder, James F. Bell, who died last April 7, shortly after seeing his dream turn into a reality.

■ A good part of the General Mills ad budget goes into tie-in promotions with other advertisers. A few such promotions in 1960 were:

- A drive for Bisquick dumplings and a new Westinghouse buffet fry pan, using tv spots and supplements.
- A campaign for Betty Crocker pizza and Geo. A. Hormel's Spam in comics sections.
- Promotions with Kraft Foods, Del Monte pineapple, Domino sugar, Fleischmann's yeast and Knox gelatine for Betty Crocker gingerbread mix.
- A tie-in with Campbell Soup Co. for a free "moon rocket" premium for Campbell's juice and Cheerios, Kix or Frosty O's.
- A promotion with Charles E. Hires Co. in which General Mills offered to buy the Hires root beer for trying Betty Crocker pizza.

■ General Mills, traditionally dedicated to research, completed the first section of a new research center in Golden Valley, Minn., near its general office. Meanwhile, construction began on a second section under a plan that will ultimately provide 360,000 sq. ft. of laboratory space for food research. This new facility has been named the James Ford Bell Research Center of General Mills.

In its area of competition, General Mills is a strong contender in every market. General Mills and Pillsbury traditionally vie for first place in the general cake mix market. In both 1959 and 1960, depending on the interval of time and basis of comparison used—by dollar or unit volume—both General Mills and Pillsbury could claim first place. The race has been extremely close, and each probably has slightly more than 25% of the market. A relative newcomer, Procter & Gamble's Duncan Hines brand, also has become a strong contender in the market, and while generally ranking behind General Mills and Pillsbury, has risen to top place in the area of layer cakes. At the present time, the ranking probably is General Mills, first; Pillsbury, second; and Duncan Hines, third.

The general market for convenience packaged food mixes is apparently beginning to level off, resulting in more intense competition in the field. General Mills probably spent between $8,000,000 and $9,000,000 during 1960 to promote its cake mixes. The company, although lowering its newspaper expenditure slightly from 1959, spent $6,715,579 in newspapers (including supplements) in 1960, thus ranking tenth in the nation in newspaper advertising. Of this, a large portion went into supplements for cake mixes.

■ In the cereal market General Mills is third, ranking behind Kellogg and General Foods' Post cereals. The remainder of the market is divided among Quaker Oats, Ralston Purina and National Biscuit Co. General Mills has about 19% of the market. Actually, General Mills is represented in only a portion of the total cereal market since it does not make bran or shredded cereal and has just introduced its first corn cereal.

Although General Mills does not rank at the top in sales of all breakfast cereals, two of its products are among the best sellers in the nation. Cheerios and Wheaties rank as second and third most popular breakfast cereals in the U. S., led only by Kellogg's corn flakes. Cereal men divide ready-to-eat breakfast cereals into two major categories, regular and pre-sweetened. With pre-sweetened cereals occupying almost a fifth of the total market, General Mills' Frosty O's has had a big jump in popularity during its introductory period.

General Mills Betty Crocker instant potato products, introduced in 1959, are among the top five; General Mills reports it currently is second, after French (although Pillsbury reported it was second). Here too, the Betty Crocker-Pillsbury race is close. Other leaders are Minute and Borden.

While the Betty Crocker brand of pancake mix share of market is low nationally (about 8%), it is a leader in its strength region, Northwest and West. Bisquick by itself has a volume equal to 37% of the total pancake-waffle mix market. The product is more than just a pancake mix, but actually is an all-purpose mix.

Major agency change was the reassigning of western regional advertising of the Betty Crocker line of hot cereals from Knox Reeves to the San Francisco office of Dancer-Fitzgerald-Sample on June 1 this year. The three products—Wheat Hearts, Protein Plus and Hot Toasted bran—will be advertised only to the seven Pacific Coast states.

Early this year General Mills appointed M. A. Souers director of media and shows, succeeding C. S. Samuelson, who died Jan. 26. Gordon D. Morrison, former print media manager, was named media manager.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 6,715,579	$ 7,064,547
Magazines	5,351,066	6,317,093
Farm Publications	136,448	211,833
Business Publications	403,500	388,500
Spot Television	2,569,810	3,237,710
Network Television	14,651,707	12,919,237
Outdoor	130,312	90,519
Spot Radio	———	594,000
Total Measured	29,958,422	30,823,439
Total Unmeasured	5,541,578	4,676,561
Total Advertising Expenditure	35,500,000	35,500,000

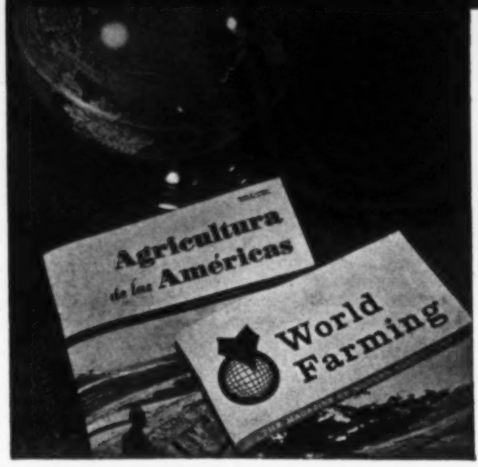
MARKETING PERSONNEL

Sales

- G. W. Ryan, director of sales, grocery products division
- B. M. Hagan, general manager, refrigerated foods division
- D. C. Maughan, assistant general manager, refrigerated foods division
- E. J. Slevin, director of sales, feed division
- W. A. Lohman Jr., director of sales, flour division
- Paul L. Parker, general manager, General Mills Cereals Ltd. (Toronto, Canada)
- M. H. Smith, sales director, General Mills Ltd. (London, England)
- W. E. Flumerfelt, director of marketing, oilseeds operation, specialty products division
- Fred Hafner, director of marketing, edible proteins and vitamins, specialty products division
- F. M. Pugh, director of marketing, industrial products, specialty products division
- R. J. Dunn, sales manager, vitamin products, specialty products division
- Herbert E. Taylor Jr., director of marketing, electronics division
- R. H. Tomberlin, manager, growing and marketing department, feed division
- Alfred G. deMeurisse, sales manager, chemical division
- Harmison Hale, manager, bakery sales service, flour division

Advertising

- J. S. Fish, director of corporate advertising
- W. B. Cash, director of marketing, flour & mixes, grocery products division
- L. H. Crites, director of marketing, cereals, pet foods, household products, grocery products division
- J. F. Matthes, group advertising director, flour & mixes, grocery products division
- W. E. Brown, product manager, dessert mixes, grocery products division
- R. S. Carlson, product manager, potato products, grocery products division
- J. H. Weaver, advertising manager, flour, baking mixes, specialty products, grocery products division
- C. W. Plattes, group advertising director, cereals, pet foods, O-Celo, grocery products division
- C. M. McDowell, advertising manager, refrigerated foods division
- W. W. Woodward, manager, feed sales department, feed division



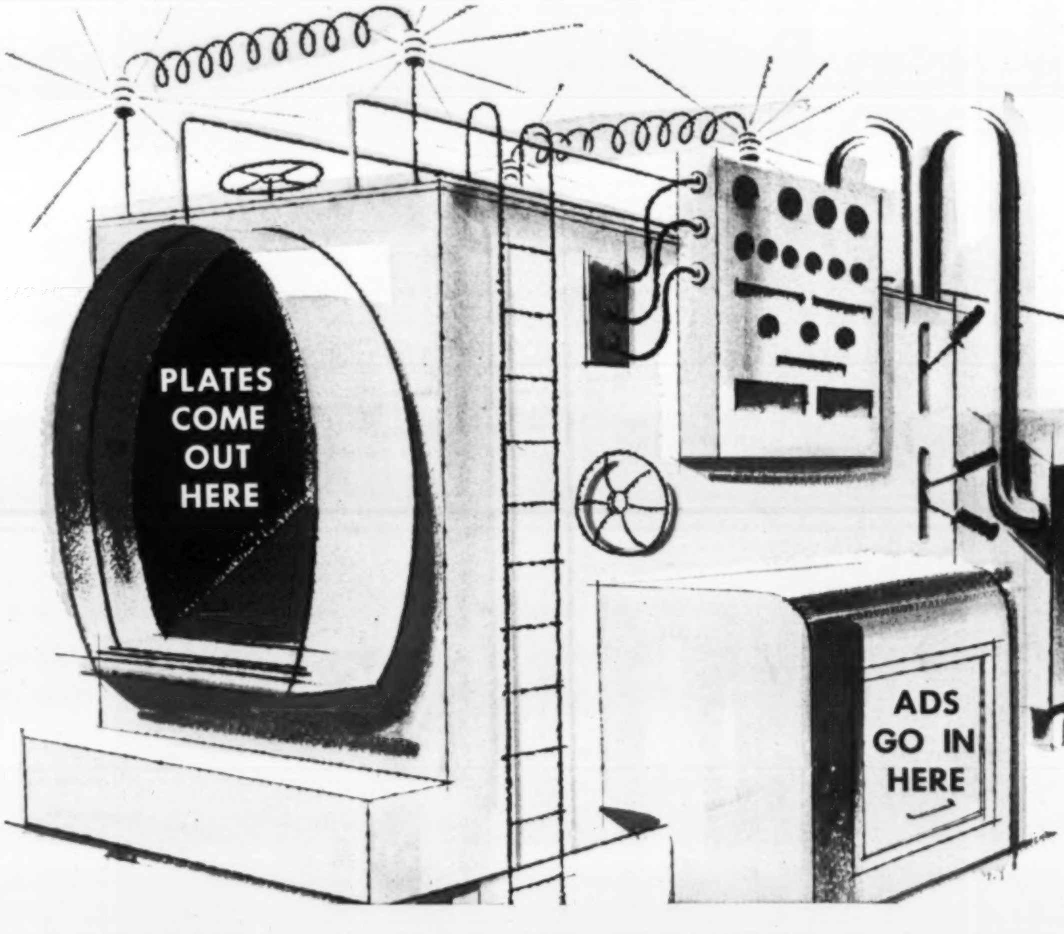
WANT TO SELL FARMERS OVERSEAS?

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is World Farming, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.



THIS IS AN ELECTROTYPER
(last year's model)

The old model worked pretty well, too!

Took in ads after they'd been OK'd. Cranked out electros and mats without bothering anybody much. Got them out on time.

So simple and automatic you could almost forget there were *people* involved.

Of course, that was *before* plastic newspaper plates—before R.O.P. color mats—before thermo-setting plastic magazine plates—before four-color Atlantictypes. (Incidentally, if you haven't been using these etchable, solid copper Rapid Atlantictypes, you've been paying 25% to 30% more than you should for duplicate original plates!)

Somehow, in pioneering development of a *full line* of duplicate printing materials, Rapid and its divisions have made the "electrotyping" business a little more complicated than just a mechanical operation.

We're not a simple "electrotyper" any more. We're just as dependable, many times bigger, much more capable of serving you with better products.

And our *people* can be a lot more helpful to *you*. Ask them!

THE RAPID ELECTROTYPE CO.
711 FIFTH AVENUE NEW YORK 22, N. Y.
DIVISION OF RAPID-AMERICAN CORP.

Rapid Electrotype Co.
449 Statler Building
Boston 16, Mass.
HAncock 6-9665

Northern Electrotype Co.
41 Burroughs Ave.
Detroit 2, Michigan
TRinity 5-6780

Rapid Electrotype Co.
121 West Wacker Dr.
Chicago, Ill.
DEarborn 2-2016

Rapid Electrotype Co.
McMicken at Race Ave.
Cincinnati 14, Ohio
PArkway 1-3577

Atlantic Electrotype & Stereotype Co.
228 East 45th St.
New York 17, N. Y.
MUrray Hill 7-0900

Rapid Electrotype Co.
243 North Juniper St.
Philadelphia 7, Penn.
LOcust 3-5902

Rapid Electrotype Co.
955 Front St.
San Francisco 17, Calif.
DOuglas 2-8427

MANUFACTURING THE FINEST QUALITY DUPLICATE PRINTING MATERIAL—NEWSPAPER MATS, PROOF MATS, R.O.P. COLOR MATS, THERMOPLASTIC AND THERMO-SETTING PLASTIC PLATES, ELECTROTYPES, STEREOTYPES, BISTA PLATES, FOUR-COLOR RAPID ATLANTICTYPES.

A. W. Hanson, manager, industrial and commodity advertising
H. C. Van Leur, advertising supervisor, flour and specialty products
Lloyd Pearson, advertising and pr manager, electronics division
A. M. Aymong, advertising manager, grocery products division, Canadian operations
John S. Batson, advertising director, General Mills Ltd., England
M. A. Souers, director, media and shows
G. C. Morrison, media manager
A. W. Wilbor, manager, advertising services & Betty Crocker enterprises
D. W. Latterell, manager, packaging planning
G. P. Laybourn, manager, marketing research
Helen Hallbert, director, Betty Crocker Kitchens

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Betty Crocker cake mixes, cookie mixes, frosting mixes, pie crust mix, Answer cake, cream puff mix, muffin mix, Softasilk cake flour, pancake mixes, Gold Medal cake mixes, pound cake mix, Boston cream pie, pudding cake mix and Betty Crocker coupon plan and Betty Crocker Development, excluding cookbooks and home economics program—E. A. Cashin, exec vp in charge; Barron B. Boe, vp-group supervisor; T. E. Harder, group supervisor; W. E. Conner, vp and account executive (Minneapolis); C. R. Fisher, R. A. Champlin, D. B. Hill, D. A. Porter, A. A. Hinman and R. W. Hayes (Minneapolis), account executives.

Dancer-Fitzgerald-Sample, New York—Gold Medal and other advertised brand flour, Red Band flour, Cheerios, Hi Pro, Cocoa Puffs, Kix, Trix, Sugar Jets, Twinkles, O-Celo products, Pick-A-Pack, Total and Country Corn Flakes—G. H. Johnson, senior vp and group head; S. B. Upson, A. M. Bruehl, R. J. Buck, J. H. Holmes, R. L. Jordan, G. J. Shaver and R. M. Whidden, account executives.

Dancer-Fitzgerald-Sample, San Francisco—Sperry Wheathearts, Drifted Snow flour, La Pina flour and hot cereals, including Protein Plus, Hot Bran and Wheathearts—East—L. D. Dunham, Vernon H. Norris and Philip Boone, account executives.

Knox Reeves Advertising, Minneapolis—Wheaties, Bisquick, potato products, consumer products of refrigerated foods division, corporate trade advertising, flour division, specified public relations advertising, specialty products division, chemical division, central research, electronics division, excluding Daven and Magnaflux, industrial group advertising, Betty Crocker home economics and cookbook advertising, formula feeds, recruiting (electronics, research and general office) and Safflower oil—Robert W. Stafford, group head; John H. Sarles, Bob Sturgis, Jim Rahders and Tom Kilbride, account managers; Tom Flewharty, Dick Rogers, Arch Crist, Curt Melby, Don Opdahl, Bill Reker, Ken Tvedten, Bob Morrison, Wendell Eastling, Howard Jones, Earl Wettstein, Bob Rice and Jim Wynn, account executives.

Tatham-Laird, Chicago—Surechamp Meal Ticket and Three Little Kittens—A. E. Tatham, director-in-charge; E. D. Kuhn, account supervisor, and A. K. Watson, account executive.

General Motors Corp.

	1960	1959
Sales	$12,735,999,681	$11,233,057,200
Earnings	959,042,489	873,100,149
Advertising	168,500,000*	155,000,000*

*Estimated by AA

General Motors Corp., Detroit, largest national advertiser in the U. S., is also its biggest corporation in sales. In 1960 GM, riding on the highest sales in its history, invested an estimated $168,500,000 in advertising. This was 8.7% higher than the $155,000,000 estimated for 1959.

The 1960 ad expenditure is still short of the record $170,000,000 estimated to have been spent by GM in 1955, a banner year for the auto industry. The company's ad budget was estimated at $162,500,000 in 1956; $144,526,000 in 1957; and $137,500,000 in 1958.

During the past several years General Motors has issued a total corporate advertising expenditure. For 1960 it was $237,000,000, compared with $192,000,000 for 1959. These figures are higher than the Advertising Age estimates, presumably because they are worldwide expenditures (AA estimates are for the U. S. only) and include some selling costs not classified as advertising by AA.

IT'S HERE!..the hot new number in the LOW-PRICE FIELD!
F-85
...every inch an OLDS MOBILE!

WEE THREE—*General Motors introduced three more compacts to join the Chevrolet Corvair in the growing small-car market—Buick Special, Pontiac Tempest and Oldsmobile F-85.*

■ General Motors' share of the auto market (based on new car registrations) was 43.63% in 1960, up from 42.1% in 1959 (its lowest since '49). The company reported total factory sales of its five car lines reached 3,185,710 units last year, second highest total in its history, and up substantially from the 2,556,198 units for 1959.

Unit sales for the individual lines in 1960 were (1959 totals in parentheses): Buick 304,085 (232,757), Cadillac 158,719 (138,610), Chevrolet 1,874,659 (1,428,336), Oldsmobile 400,379 (366,879), Pontiac 447,868 (389,616).

Chevrolet, with a 25.8% share of market, regained the individual lead from Ford, which took 21.6% of the new car market last year. Of the other GM makes, only Cadillac showed a gain in market share, with a 0.03% rise. Pontiac took 6.08% of the market in 1960, down from 6.33% in 1959; Oldsmobile recorded a 5.41% share, compared with 5.97% a year earlier; and Buick remained even with 4.07% of the new car market in both years.

For the first six months of 1961, General Motors had sales of $5,812,023,025, a drop of 18% from the first half of 1960. Profits of $440,459,843 were off 28% from the same period last year. U. S. factory sales included 1,398,517 cars, compared with 1,822,595 for the first half a year ago.

■ Sales of cars and trucks by General Motors plants throughout the world totaled 4,661,000 units in 1960, a 21% increase over 1959. GM produces the Vauxhall in England, the Opel in Germany and the Holden in Australia.

Sale of household appliances, diesel engines, electric locomotives, earth-moving equipment and other non-automotive products, which accounts for about 10% of GM's income, dropped below the '59 total.

GM introduced three more new U. S.-built small cars last year—the Buick Special, Oldsmobile F-85 and Pontiac Tempest. Chevrolet brought out the compact Corvair in 1959. U. S.-built smaller cars took 28% of the new car market last year. GM also offers "luxury" compacts—the Corvair Monza, F-85 Cutlass and the Special Skylark.

The company's spread of different makes, sizes and styles includes 125 models.

■ The company's increased expenditure in measured media last year, compared with 1959, came in magazines (up about $6,500,000), newspapers (up $1,700,000), network tv (up $2,900,000), spot tv (up $2,200,000) and outdoor (up $700,000). Moderate decreases were made in farm and business publications.

Chevrolet, Oldsmobile and Pontiac made substantial boosts in their measured media expenditures last year over '59, while Buick and Cadillac dropped slightly.

The Chevrolet division dropped its No. 1 tv sales personality—Dinah Shore—at the end of this season, after ten years of sponsorship. At the same time, Buick ended its association with Bob Hope shows. Chevrolet is set to sponsor "Bonanza" (NBC-TV) next fall, while Buick will use Mitch Miller's "Sing Along" show on NBC-TV.

Corporate advertising at GM is under the direction of Anthony G. De Lorenzo, public relations vp. Each GM division is given responsibility for its own advertising, although ad budgets—generally based on anticipated unit sales—are subject to company approval. And the ads themselves are reviewed by the corporate distribution staff, headed by James M. Roche, vp.

■ While General Motors' auto lines bring in most of the money, the giant corporation is also a leading factor in other fields. Besides producing trucks and buses, it has 17 divisions concerned with parts and accessories, such as AC spark plugs and Delco radios and other accessories. Its dominant position in the diesel engine field led to filing of monopoly charges by the Department of Justice.

GM's Frigidaire division is a leader in the home appliance industry. Sales dropped last year, and it is believed Frigidaire lost its sales lead in refrigerators to General Electric. Both take around 20% of the market.

The Euclid division manufactures heavy tractors, scrapers and other off-highway equipment. The Allison division (turbine engines) and AC Spark Plug division are GM's primary producers of military products. Defense contract accounted for less than 3% of total sales in 1960, compared with 3.5% in 1959.

■ In personnel changes, Gerald M. Millar moved from advertising manager to director of merchandising of the Buick division, succeeding Richard B. Cogswell, who was named Milwaukee zone manager. Roland S. Withers succeeded Edward C. Kennard as general sales manager of Buick. Mr. Kennard became assistant general sales manager for the eastern half of the U. S.

James F. Mattox Jr. was named director of advertising of the Oldsmobile division, succeeding S. F. Mehring. Mr. Mattox was manager of the Minneapolis sales zone.

At Frigidaire, Robert M. Bell, former supervisor in the merchandising department, was named advertising manager, succeeding Robert C. Wright, who retired.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 40,354,817	$ 38,622,558
Magazines	37,963,619	29,420,343
Farm Publications	1,578,844	1,612,051
Business Publications	2,831,600	3,179,000
Network Television	22,985,033	20,021,744
Spot Television	5,997,290*	3,797,290†
Outdoor	10,516,326	9,834,053
Total Measured	122,227,529	106,487,039
Estimated Unmeasured	46,272,471	48,512,961
Estimated Total Expenditure	168,500,000	155,000,000

*Includes $4,350,470 for dealers
†Includes $2,427,260 for regional dealers

BUICK MOTOR DIVISION
Flint, Mich.

MARKETING PERSONNEL

Sales

R. S. Withers, general sales manager
J. S. Hudgens, assistant general sales manager
O. F. Frost, assistant general sales manager (Chicago)
E. C. Kennard, assistant general sales manager (New York)

Advertising

G. M. Millar, director of merchandising

ADVERTISING AGENCY

McCann-Erickson, Detroit—all Buick products and Opel—Thomas J. King, vp and manager of the Detroit office; E. M. Mulock, vp and account director; Charles P. Flynn, John C. Vivian and Robert E. Head, account executives.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 5,220,026	$ 5,621,098
Magazines	2,370,867	2,401,485
Farm Publications	———	44,800
Network Television	1,527,975	2,344,800
Spot Television	401,450	8,160
Outdoor	674,043	647,240
Total Measured	10,194,361	11,067,583

CADILLAC MOTOR CAR DIVISION
Detroit

MARKETING PERSONNEL

Sales

F. H. Murray, general sales manager
M. E. Fields, assistant general sales manager
W. T. LaRue, assistant general sales manager
F. T. Hopkins Jr., assistant general sales manager

Advertising

J. P. Schaupner, merchandising manager (advertising)
K. R. Wolfe, assistant advertising manager

ADVERTISING AGENCY

MacManus, John & Adams, Bloomfield Hills, Mich.—Charles F. Adams, exec vp; Hovey Hagerman, senior vp and account supervisor; Robert E. Field, account executive; William G. Bishop, associate account executive.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 3,734,699	$ 4,209,710
Magazines	2,147,809	1,983,194
Spot Television	158,100	8,080
Outdoor	545,593	536,725
Total Measured	6,586,201	6,737,709

CHEVROLET MOTOR DIVISION
Detroit

MARKETING PERSONNEL

Sales

K. E. Staley, general sales manager
L. H. Averill, executive assistant sales manager
H. P. Sattler, assistant general sales manager (east)
L. N. Mays, assistant general sales manager (west)
I. W. Thompson, assistant general sales manager (parts and accessories)
N. J. Johnson, assistant general sales manager (staff activities)

Advertising

Jack Izard, advertising manager
R. L. Post, Carl O. Uren and Bruce G. Overbey, assistant advertising managers
R. E. Cook, sales promotion manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—all Chevrolet products, including Corvair—Colin Campbell, exec vp and account supervisor; John L. Thornhill, vp and associate general account supervisor (passenger cars, trucks and used vehicles); Halsey Davidson, vp and assistant general account supervisor (account services); account executives—J. F. Bracken (passenger cars), Milton J. Sandling (used cars, fleet and parts and accessories), Charles F. McLaughlin (merchandising), George A. Back (passenger cars), Harold N. Duda (trucks), Paul John (passenger cars fleet sales), Robert C. Kusser (passenger cars) and Genevieve Hazzard (women's program).

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$14,860,983	$15,235,392
Magazines	8,519,885	6,911,884
Farm Publications	831,417	779,639
Network Television	9,547,476	7,150,255
Spot Television	2,542,870	231,580
Outdoor	6,744,267	6,579,070
Total Measured	43,046,898	36,887,820

FRIGIDAIRE DIVISION
Dayton

MARKETING PERSONNEL

Sales

C. H. Menge, general sales manager
W. H. Anderson, R. L. Hatfield and H. J. Miller, assistant general sales managers

Advertising

W. F. Switzer, merchandising manager
R. M. Bell, advertising manager

ADVERTISING AGENCIES

Dancer-Fitzgerald-Sample, New York—refrigerators, automatic washers and dryers, electric ranges, food freezers and water heaters—Lyndon O. Brown, account supervisor; Elliott R. Detchon, account manager; John Hickey and Joseph Callaway, account executives.

Kircher, Helton & Collett, Dayton—room air conditioning, built-in range equipment, dishwashers and service—W. B. Metcalfe, account supervisor; J. J. Westerman Jr., account executive.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 458,467	$ 924,699
Magazines	3,000,006	2,501,734
Farm Publications	99,710	133,844
Network Television	3,811,857	3,016,240
Spot Television	640,570	182,500
Total Measured	8,010,810	6,759,017

OLDSMOBILE DIVISION
Lansing, Mich.

MARKETING PERSONNEL

Sales

E. P. Feely, general sales manager
G. J. Clemeson, assistant general sales manager (east)
H. L. Waite, assistant general sales manager (west)
M. J. Seaton, general merchandising manager

Advertising

J. F. Mattox, director of advertising
R. E. Gifford, sales promotion manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Sheldon Moyer, senior vp and account supervisor; Val Corradi, senior vp and account executive.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 6,784,030	$ 6,226,706
Magazines	4,173,084	1,891,007
Farm Publications	65,758	83,226
Network Television	3,100,881	3,039,616
Spot Television	936,990	134,320
Outdoor	708,235	387,812
Total Measured	15,768,978	11,762,687

PONTIAC MOTOR DIVISION
Pontiac, Mich.

MARKETING PERSONNEL

Sales

F. V. Bridge, general sales manager
E. R. Pettengill, assistant general sales manager (New York)
R. E. Thompson, assistant general sales manager (Chicago)

Advertising

John F. Malone, advertising manager
William H. Taylor, assistant advertising manager

ADVERTISING AGENCY

MacManus, John & Adams, Bloomfield Hills, Mich.—Colin H. John, vp and account supervisor; Robert Gaunt, account manager.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 5,494,831	$ 5,099,136
Magazines	5,112,005	5,144,478
Network Television	1,589,038	909,045
Spot Television	1,120,070	366,900
Outdoor	554,640	583,293
Total Measured	13,870,584	12,102,852

AC SPARK PLUG DIVISION
Flint, Mich.

MARKETING PERSONNEL

Sales

E. H. Francois, general sales manager
J. K. Decker, sales manager, equipment sales
W. C. Lee, director of distribution and marketing

Advertising

W. J. Oldfield, director of advertising and promotion

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Victor W. Canever, vp and account supervisor; Thomas Jipson, account executive.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 30,011	$ 39,513
Magazines	1,139,560	1,208,948
Farm Publications	127,650	136,770
Network Television	386,417	668,620
Spot Television	———	21,800
Outdoor	470,077	480,043
Total Measured	2,153,715	2,555,694

ALLISON DIVISION
Indianapolis

MARKETING PERSONNEL

Sales

E. M. Deckman, director, sales service and contracts—engines
John A. Lane, manager, sales and contracts—transmissions

Advertising

Roger Fleming, advertising manager and director of public relations

ADVERTISING AGENCY

Kudner Agency, New York—J. H. Sheldon, vp and account executive.

BROWN-LIPE-CHAPIN DIVISION

Syracuse, N. Y.

MARKETING PERSONNEL

Wayne A. Smith, director, product engineering and sales

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Ralph Wolfe, vp and account supervisor.

CENTRAL FOUNDRY DIVISION

Saginaw, Mich.

MARKETING PERSONNEL

Sales

C. E. Drury, director, sales and engineering

ADVERTISING AGENCY

Price, Tanner & Willox, Saginaw, Mich. —Robert F. Price, account executive.

CLEVELAND DIESEL ENGINE DIVISION

Cleveland

MARKETING PERSONNEL

Sales

H. G. Trainer, general sales manager

Advertising

Frank A. Uniack, advertising manager and director of public relations

ADVERTISING AGENCY

Kudner Agency, New York—J. H. Sheldon, vp and account executive.

DEFENSE SYSTEMS DIVISION

Warren, Mich.

MARKETING PERSONNEL

"Moreton B. Price, director of sales—Washington

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Ralph Wolfe, vp and account supervisor.

DELCO APPLIANCE DIVISION

Rochester, N. Y.

MARKETING PERSONNEL

Sales

John T. Tighe, appliances sales manager
Jesse T. Harris, manager, equipment sales

Advertising

H. M. Caulkins, advertising manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Ralph Wolfe, vp and supervisor.

DELCO MORAINE DIVISION

Dayton

MARKETING PERSONNEL

Sales

M. E. Rasper, general sales manager
James Hovorka, sales manager—automobile assemblies

Advertising

H. D. Glass—advertising and sales manager—bearings, etc.

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—George W. Davis, vp and group supervisor; Roy M. Nelson, F. L. Congdon and James C. Shelby, account executives.

DELCO PRODUCTS DIVISION

Dayton

MARKETING PERSONNEL

Sales & Advertising

William J. Wagner, general sales manager
G. F. MacFarland, assistant general sales manager
R. O. Dehlendorf, service manager, technical service and advertising

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—George W. Davis, vp and group supervisor; Roy M. Nelson, F. L. Congdon and James C. Shelby, account executives.

DELCO RADIO DIVISION

Kokomo, Ind.

MARKETING PERSONNEL

Sales & Advertising

Howard Stelzl, dir., sales & engineering
D. A. Sandberg, general sales manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—George W. Davis, vp and group supervisor; Roy M. Nelson, F. L. Congdon and James C. Shelby, account executives.

DELCO-REMY DIVISION

Anderson, Ind.

MARKETING PERSONNEL

Sales

H. G. Riggs, director of sales and engineering
P. E. Bardsley, general sales manager

Advertising

Howard B. Birt, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—George W. Davis, vp and group supervisor; Roy M. Nelson, F. L. Congdon and James C. Shelby, account executives.

DETROIT DIESEL ENGINE DIVISION

Detroit

MARKETING PERSONNEL

Sales

R. E. Hunter, general sales manager
E. H. Bick, merchandising manager

Advertising

Donald J. Clymer, advertising manager

ADVERTISING AGENCY

Kudner Agency, New York—J. H. Sheldon, vp and account supervisor; W. Mack Abbott, account executive.

ELECTRO-MOTIVE DIVISION

La Grange, Ill.

MARKETING PERSONNEL

Sales

V. E. Rennix, general sales manager
M. H. Gardner, F. W. Walker Jr., assistant general sales managers

Advertising

Robert D. Innes, director of public relations

ADVERTISING AGENCY

Marsteller, Rickard, Gebhardt & Reed, Chicago—Marshall Lewis, account supervisor; John Callahan, account executive—locomotives; S. D. Gimbel, assistant account executive—utilities.

EUCLID DIVISION

Cleveland

MARKETING PERSONNEL

Sales

George M. Perry, director of sales
J. W. Bloomquist, domestic sales manager
G. E. Danby, sales development manager

Advertising

R. E. Keidel, advertising & sales promotion manager

ADVERTISING AGENCY

Belden, Frenz & Lehman Inc., Cleveland A. W. Lehman, account supervisor; R. F. Guest, account executive.

FISHER BODY DIVISION

Detroit

MARKETING PERSONNEL

Sales

E. C. Klotzburger, general manager

Advertising

J. R. Hainline, general director of public relations and advertising

ADVERTISING AGENCY

Kudner Agency, New York—J. H. Sheldon, vp and account executive.

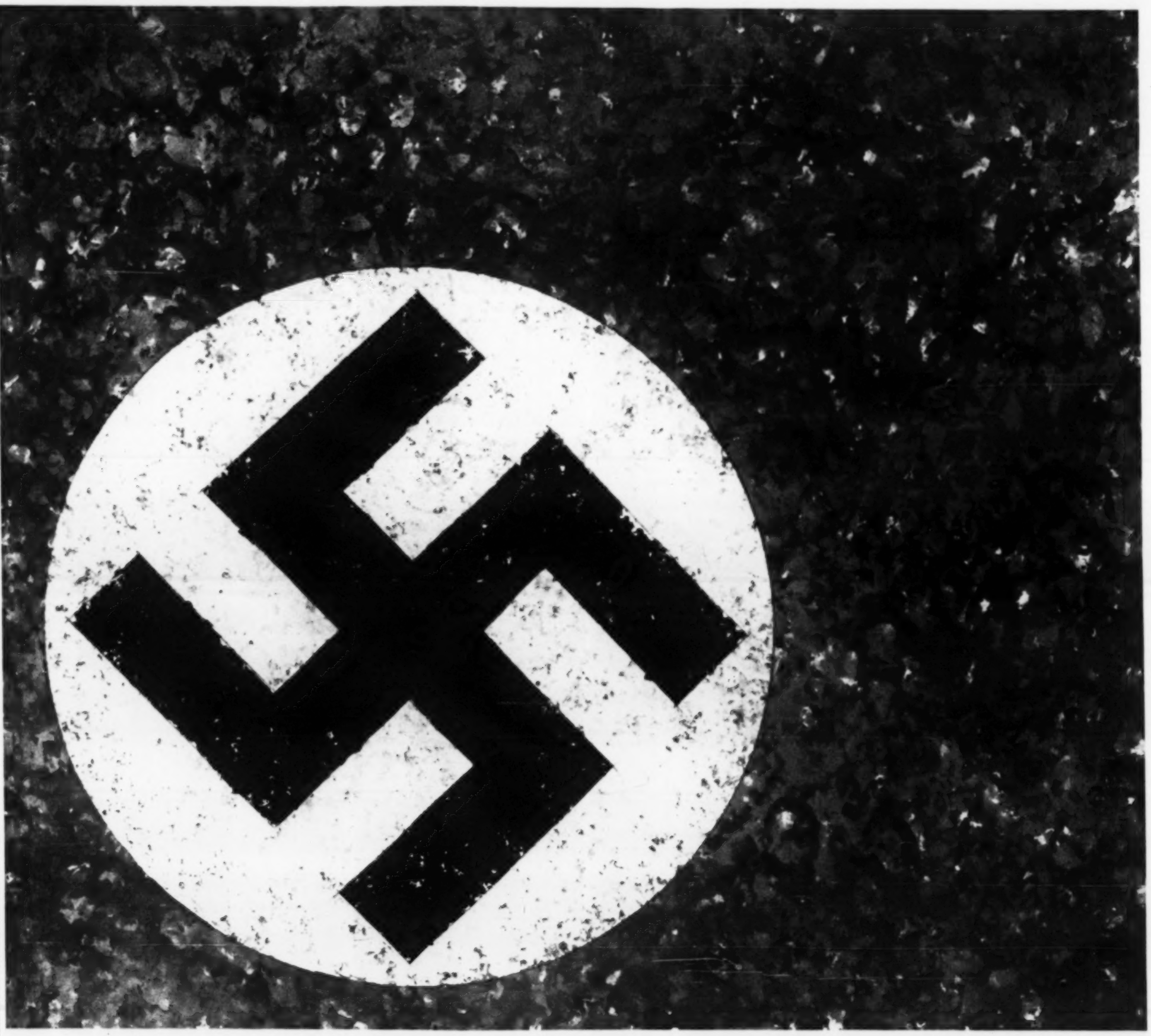
FRIGIDAIRE PRODUCTS OF CANADA LTD.

Toronto

MARKETING PERSONNEL

Sales

S. R. Lundy, vp and general sales manager



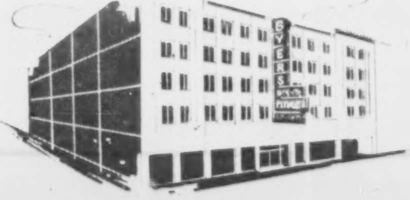
28 YEARS AGO ON WBNS RADIO

The world scene in 1933 was disturbed by the appearance of a one-time Austrian paper hanger named Adolph Schicklgruber. Central Ohio folks kept in touch with Hitler's rise to power in the Nazi party through the news facilities of their favorite radio station WBNS Radio.

Automobile news that year was being made in our town by George Byers Sons, Inc., who also selected WBNS as their contact with customers.

Now, 28 years later, Byers has grown to become the world's largest distributor of Plymouth motor cars. And for 336 consecutive months WBNS has been a potent factor in their local success.

Here, where the man who buys the time also sees the daily sales results, local advertisers rely on WBNS Radio. Good, sound idea for profit-minded advertisers everywhere. John Blair & Company will be happy to fill you in.



George Byers Sons, Inc. now has an annual sales volume of $25,000,000, and employs 500 people. Since 1933, WBNS Radio has helped Byers reach this prosperous Central Ohio market where last year's automotive investment topped $300,000,000.

WBNS
RADIO
COLUMBUS, OHIO

Represented by John Blair & Company

Advertising

R. C. Niddery, advertising and sales promotion manager

ADVERTISING AGENCY

Baker Advertising, Toronto—A. H. Fellowes, account executive.

MOTORS INSURANCE CORP.

New York

MARKETING PERSONNEL

Sales

D. W. McGinnis, sales vp

ADVERTISING AGENCY

Campbell-Ewald Co., New York—F. W. Townshend, vp; Phillips B. VanDusen, account supervisor.

GENERAL MOTORS ACCEPTANCE CORP.

New York

MARKETING PERSONNEL

Sales

W. G. Schick, sales vp

ADVERTISING AGENCY

Campbell-Ewald Co., New York—F. W. Townshend, vp; Phillips B. VanDusen, account supervisor.

GENERAL MOTORS OF CANADA LTD.

Oshawa, Ont.

MARKETING PERSONNEL

Sales

E. J. Umphrey, vp, director of sales
L. C. Workman and L. A. Hastings, assistant directors of sales

Advertising

D. M. Mackinnon, advertising manager

ADVERTISING AGENCY

MacLaren Advertising, Toronto—E. V. Rechnitzer, president.

GENERAL MOTORS DIESEL LTD.

London, Ont.

MARKETING PERSONNEL

Sales

W. M. Warner, general sales manager

Advertising

G. B. Chesney, manager, sales promotion and advertising

ADVERTISING AGENCY

McKim Advertising Ltd., Toronto—W. H. Fleischman, vp.

GENERAL MOTORS OVERSEAS OPERATIONS DIVISION

New York

MARKETING PERSONNEL

Sales

B. A. Kissam, vehicle sales manager

Advertising

J. W. Griswold, director of public relations
Gus Krug, advertising and sales promotion

ADVERTISING AGENCIES

Campbell-Ewald Co., New York—parts and accessories, and power and industrial products: Monte Johnson, account executive.

Belden, Frenz & Lehman, Cleveland—Euclid products: A. W. Lehman, vp.

Kudner Agency, New York—Diesel locomotive products: W. Mack Abbott, account executive.

GMC TRUCK & COACH DIVISION

Pontiac, Mich.

MARKETING PERSONNEL

Sales

R. C. Woodhouse, general sales manager—trucks
C. F. Dick, general sales manager—coaches

Advertising

R. T. Jennings, merchandising manager—trucks
E. W. Hall, advertising manager—coaches

ADVERTISING AGENCY

McCann-Erickson, Detroit—T. J. King, vp and manager, Detroit office; F. W. Overesch, vp and management service director; Richard Isaacs, account executive.

GUIDE LAMP DIVISION

Anderson, Ind.

MARKETING PERSONNEL

Sales & Advertising

Scott R. Conwell, director of sales and engineering
J. E. Turnquist, sales manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—S. C. Brown, vp and account supervisor; Neil Lewton, account executive.

HARRISON RADIATOR DIVISION

Lockport, N. Y.

MARKETING PERSONNEL

Sales

W. A. Jack, general sales manager

Advertising

D. Russell Swick, advertising manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—S. C. Brown, vp and account supervisor; T. H. Reid, account executive.

HYATT BEARINGS DIVISION

Harrison, N. J.

MARKETING PERSONNEL

Sales

John R. Gilmartin, general sales manager

Advertising

C. C. Wardell, advertising manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—S. C. Brown, vp and account supervisor; John Roper, account executive.

INLAND MFG. DIVISION

Dayton

MARKETING PERSONNEL

Sales

M. A. Lause, general sales manager
A. J. Fouts, sales manager, refrigeration and miscellaneous products

ADVERTISING AGENCY

Geyer, Morey, Madden & Ballard, Dayton—E. G. Frost, vp and account supervisor; Norman M. Schaefer, account executive.

McKINNON INDUSTRIES LTD.

St. Catharines, Ont.

MARKETING PERSONNEL

Sales

Ernest R. Gifford, sales manager
W. H. Gillard and G. E. Heaton, assistant sales managers

Advertising

Martin J. Cahill, director of public relations

ADVERTISING AGENCY

MacLaren Advertising, Toronto—William Cairns, account executive.

NEW DEPARTURE DIVISION

Bristol, Conn.

MARKETING PERSONNEL

Sales

F. J. Garbarino, director of sales and engineering
L. F. Swoyer, general sales manager

Advertising

F. A. Kurt, advertising supervisor

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—S. C. Brown, vp and account supervisor; Thomas H. Reid, account executive.

PACKARD ELECTRIC DIVISION

Warren, O.

MARKETING PERSONNEL

Sales

J. R. Lakin, general sales manager

Advertising

O. L. Hamilton, merchandising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—George W. Davis, vp and group supervisor; Roy M. Nelson, F. L. Congdon and James C. Shelby, account executives.

ROCHESTER PRODUCTS DIVISION

Rochester, N. Y.

MARKETING PERSONNEL

Sales

R. F. Sanders, director of engineering and sales
K. F. Lingg, sales manager

Advertising

John P. Nally, advertising and sales promotion manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—S. C. Brown, vp and account supervisor; Neil Lewton, account executive.

SAGINAW STEERING GEAR DIVISION

Saginaw, Mich.

MARKETING PERSONNEL

Sales

Harry Hawkins, director of sales and engineering
F. M. Ison, sales manager

Advertising

R. J. Kline, director of advertising and sales promotion

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—S. C. Brown, vp and account supervisor; Neil Lewton, account executive.

UNITED MOTORS SERVICE DIVISION

Detroit

MARKETING PERSONNEL

Sales

H. P. Schaller, general sales manager

Advertising

J. P. Kane, advertising and sales promotion manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—C. C. Bennett, vp and account supervisor; A. B. Chaney, general account executive.

General Telephone & Electronics Corp.

	1960	1959
Sales	$1,178,475,000	$1,081,056,000
Earnings	72,430,000	72,253,000
Advertising	12,565,000	12,671,000

General Telephone & Electronics rejoined the list of 100 leading national advertisers in 1960 with a budget of $12,565,184, slightly less than the amount the corporation spent in 1959. General Tel was last included in the 100 leaders in 1958, when its budget was estimated at $10,000,000.

Of the 1960 total, $8,800,000 was spent by Sylvania Electric Products. It was merged the year before into General Telephone to form General Telephone & Electronics. The Sylvania expenditure compared with $9,300,000 in 1959 and a planned expenditure of $8,250,000 in 1961—when the over-all General Tel budget is expected to be nearly $13,500,000. The decreases in Sylvania's total ad money were attributed to a shift of corporate advertising to the General Telephone name.

Combined operating revenues of General Tel telephone subsidiaries and net sales of its manufacturing subsidiaries totaled a record $1,178,475,000 in 1960, up from $1,081,056,000 in 1959.

Revenues of its 26 domestic telephone subsidiaries climbed from $375,130,000 to $477,188,000 in 1960. Net income rose from $40,063,000 to $42,838,000.

In 1960, General Tel subsidiaries provided phone service to about 5,600 communities with a 12,000,000 population in 31 states. The company accounted for 4,107,000 phones in the U.S., or about 6% of the total. It represented 36% of the 11,428,000 phones of independent telephone companies, and attracted 40% of their gross revenues. About 93% of the phones in the General System were dial-operated, versus 90% the year before and only 65% ten years ago.

General Tel international subsidiaries served another 566,000 phones last year in Canada (including 523,000 of British Columbia Telephone Co., Canada's second largest, which General Tel took control of in 1960), the Dominican Republic and Haiti.

■ Net sales of General Tel's manufacturing group were $701,287,000, down from the 1959 figure of $705,926,000. Net income declined from $33,404,000 to $30,636,000, but the company said that "increased earnings from telephone operations more than offset" the manufacturing drop.

Sylvania is General Tel's largest manufacturing subsidiary, with 48 plants and 19 laboratories in 32 communities in 13 states. It is a leading producer of lighting, electronics, tv and radio, photography and national defense items (Uncle Sam's $138,900,000 business with General Tel last year, mostly electronic systems, represented about 20% of manufacturing sales).

■ The remainder of General Tel's manufacturing, sales and research shaped up this way: In 1959 it picked up the remaining two-thirds interest in Lenkurt Electric Co., San Carlos, Calif., a major producer of carrier and microwave systems and long-distance phone communications. Lenkurt last year turned over to the National Aeronautics & Space Administration equipment for communicating with the Saturn space vehicle. It also has spurred development of 600-channel, full-transistorized multiplexing carrier systems for the military. The first Lenkurt ad program is underway, with $165,000 set for business newsweeklies and the trade.

Automatic Electric, Northlake, Ill., is the biggest communications equipment maker in the independent phone field, and also turns out industrial control equipment and devices. Last year it expanded its industrial products division, specifically the development and production of automatic control, data gathering and transmission, and associated voice communications systems.

Purpose of Automatic Electric's new $1,077,000 ad campaign (including sales promotion), running in *The Saturday Evening Post* and business publications, is to seek out customers for systems controls. Much of the promotion to the trade is prepared by the company.

Leich Electric, Genoa, Ill., manufactures telephone instruments, dial switchboard equipment for small exchanges and other phone materials. Electronic Secretary, Waukesha, Wisc., producer of automatic phone answering equipment, electronic warning devices and other equipment, introduced two products last year: An lp (long play) all-transistorized unit that records up to two hours, and an sp (short play) unit for homes and small businesses. The 1961 budget is $60,000.

■ Research for General Tel's communications and electronics complex is carried on at General Telephone & Electronics Laboratories, founded in 1959. Together with automation, this appears to be the company's major work area for the next six or seven years, when it will spend $2 billion on new equipment and facilities.

One new phase involves Sylvania's Commercial Electronics, which had no budget in 1960, but this year has an opening drive of more than $50,000 for its private direct-wire tv. The system is sold to institutions, supermarkets, department stores and others for such uses in education or to thwart shoplifting. Thus far the campaign has run in financial papers; later it will move into vertical business magazines.

Rounding out its 1960 picture, General Tel set up a central organization to handle its international manufacturing and marketing. It also acquired control of a new company, Marelli Lenkurt, S.p.A., which in turn bought the microwave and carrier equipment division of Magnetti Marelli in Italy—one of the top electronics concerns in Europe. Other General Tel plants are in Canada, Great Britain, Belgium, Argentina, Brazil, Mexico and Japan.

■ Corporate advertising of General Tel, boosted from $1,390,000 in 1960 to $1,691,000 in 1961, has pounded away on one major theme: The telephone. General Tel wants to convince everyone that the words "Bell" and "telephone" are not entwined generically and that it, too, is in the phone business. To this end it has steered $1,447,000 of the 1961 corporate budget into four-color bleed pages in nine consumer magazines. Each ad features the incongruity of a color phone in a different but recognizable location.

Necessity of modern life
GENERAL TELEPHONE & ELECTRONICS

ASSOCIATION—*Full-color corporate campaign in magazines by General Telephone & Electronics aims at associating company with telephones (it has many subsidiaries, including Sylvania Electric Products). Company has more than 4,000,000 telephones in the U. S.*

Another $100,477 is being spent in financial papers this year to reach investors. And $528,000 is going for newspapers and 24-sheets on behalf of General System phone companies. The newspaper ads, which run in about 1,000 dailies and weeklies, are 252 to 800-lines. They are reinforced by $300,000 budgeted for vehicle posters, counter cards, bill inserts and other sales promotion tools.

General Telephone Directory Co. sells Yellow Page advertising and prints some directories in communities served by General Tel companies and in those of other non-Bell, independent companies. The company is promoting its 1961 Yellow Pages with a $356,000 budget, including $331,000 in consumer media—mostly outdoor, Scotchlite reflective sheeting, and some newspapers and local radio spots—and $25,000 to the trade.

■ General Tel inherited Sylvania's corporate image-building job via the 1959 merger. Lately, the company has attempted to forge strong identification between the two names. The "a subsidiary of" has been reduced in size, while the General Tel logo has been made larger.

Sylvania tv sets and radios ("home electronics") traditionally have represented about the biggest single ad chunk in the products picture, taking $940,000 for magazines and network radio, and $180,000 for business papers in 1960. But in 1961 Sylvania scrapped its radio spots for these products on "The Arthur Godfrey Show" (CBS), "Don McNeill's Breakfast Club" (ABC) and "Monitor" (NBC) and stuck with consumer magazines and the business press, at the same time co-operative ad expenditures were increased.

Sylvania, which has held about 4% of the tv set market, said it would concentrate less on market share and more on quality in the future. Accordingly, the company's 1962 tv line will have fewer models, but still range from portables to higher-priced designs. It will stress "computer quality" with less servicing required; plug a five-way guarantee; and find Sylvania attempting to upgrade its distribution.

■ In May, 1960, Sylvania kicked off its 19" line equipped with "Bonded shield, reflection-free" picture tubes. A few months later, to herald its fall campaign, it bought full sponsorship of the summer Olympics on NBC Radio; about 75% of the commercials were for tv sets, and the remainder for other Sylvania products. A perfume premium was offered to consumers who stopped by their Sylvania dealers for demonstrations.

Sylvania radio activity, irrespective of the home electronics pullout, promises to stay strong. In the last year the company has been among the top ten radio users, with a spot schedule of about $1,500,000 built around newscasts on all three networks, plus spots on "Monitor" and on the Godfrey and McNeill shows.

One product getting more radio money is Sylvania photolamps, including flash, projection, flood, darkroom, enlarger and others. Its consumer budget went from $718,000 for magazines and radio in 1960, to $750,000—all radio except for one product, Sun Gun, in 1961. Trade promotions accounted for $100,000 both years. Sylvania's thinking is that broadcast continuity and frequency are ideal for the "reminder-type" advertising that pays off with items like flash bulbs.

■ To consumers, Sylvania has offered fault-free photography provided he uses Blue Dot or M-2 flashbulbs and a company guidebook. "You'll never goof again," read one headline. Another theme was "photoccasions," with copy angled toward taking color pictures of children at memorable moments like Halloween or Christmas. Sylvania, like other national advertisers in an amateur photo market estimated at 50,000,000 persons, has realized that about 55% of the 2.2 billion pictures taken annually show children alone or in a group. Color, meanwhile, has climbed to about 50% of the snapshot total, whereas b&w formerly was the leader by a wide margin.

For the motion picture enthusiast. Sylvania last fall introduced its Sun Gun in magazines with this theme: "At last it's easy to take great movies indoors." The company has promoted Sun Gun as a new concept in motion picture lighting which eliminated troublesome multiple shadows, and enabled users to get color-balanced, color-corrected movies with a single light.

A final budget figure for the fall drive on Sun Gun has not been determined, but Sylvania said it would be "much heavier" than the $100,000 opener a year before, and the $50,000 spring follow-up.

■ The fall lineup of radio spot buys for Sylvania's photolamp division will include "Don McNeill's Breakfast Club," Mutual newscasts, NBC news on the hour and "Nichols and May" on NBC's "Monitor." A 30-second spot campaign on CBS has been signed up, but not pinpointed.

Sylvania's lighting division raised its 1960 budget of $130,000 to consumers and $423,000 for the trade to $210,360 and $488,902, respectively. The sales promotion figure was $1,000,000 in 1960 and $778,000 in 1961. On the industrial-commercial and technical lighting fronts, Sylvania has concentrated on *Time* and *Business Week* to further strengthen its grip on the U.S. fluorescent lamp market. In 1960 it bowed with a "Natural" fluorescent, containing a new phosphor that enhances complexion colors and store display.

Incandescent business has been a different story. Sylvania has been running second or third behind the leaders, General Electric and Westinghouse, which are entrenched in supermarkets. The company has sought to improve its position via a new color-code system of identification for residential bulbs. After estimating that about 90% of light bulb retailers stock only one brand, Sylvania redesigned the package of its 25 to 100-watt bulbs to get retailers to substitute them for their brands, or at least add them to their shelves. The result: Color Packs, which "facilitate storage, cut out-of-stock loss, improve display, stimulate impulse buying, speed selection and cut in-store losses." Color Packs were designed with supermarket chains and grocers in mind; (these outlets account for 70% of total incandescent lamp sales).

Another entity of Sylvania's lamp division—Panalescent—has accounted for 10,000,000 units in the electroluminescent field, which the company was first to enter on a commercial basis. The newest product is a Nite-Lite Switch Plate which glows when the wall switch is turned off. Sylvania feels that widespread distribution of low-price items like this has materially contributed to the company's over-all image and identification.

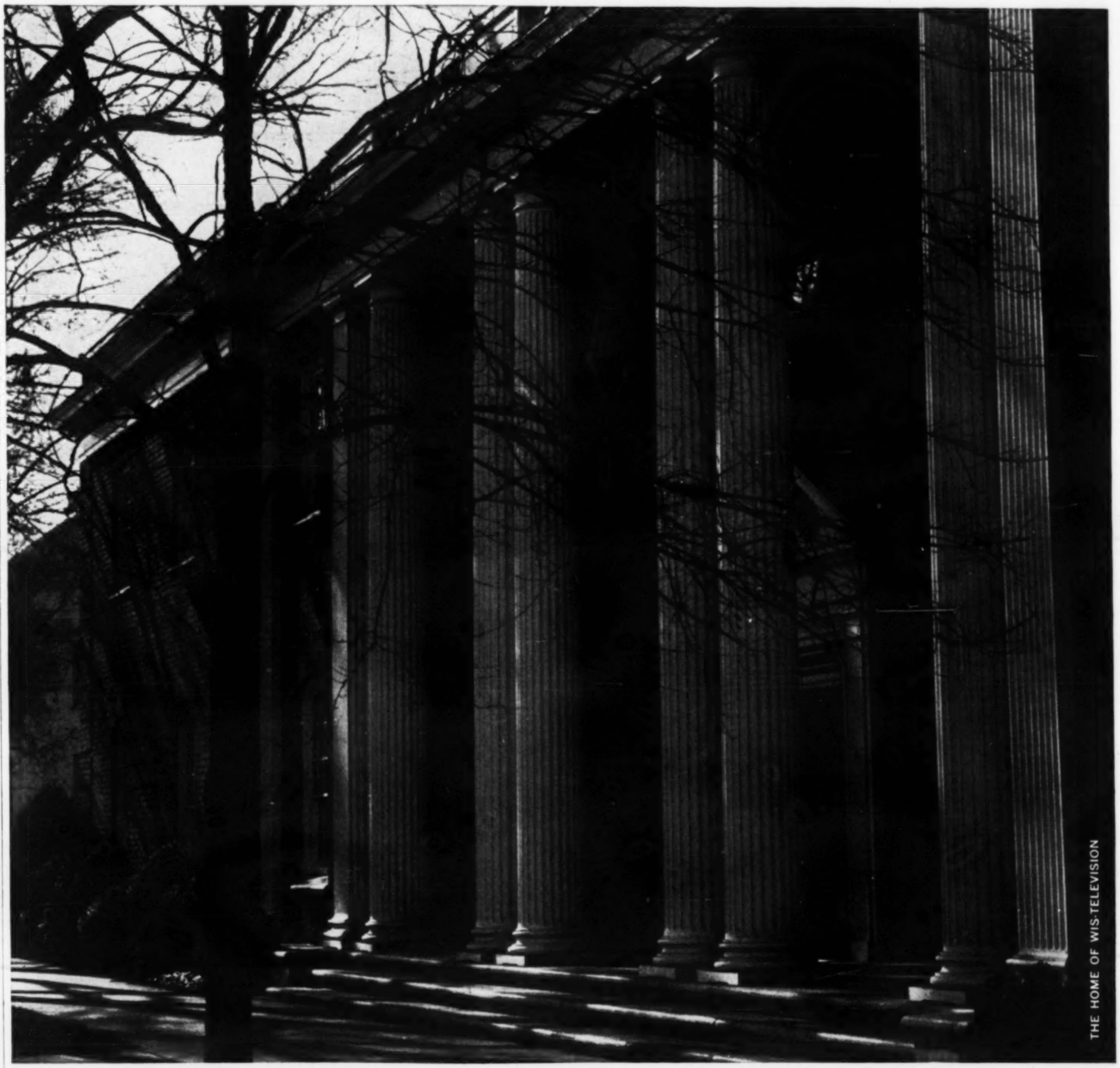
Panelescent also shows up in another Sylvania category, special products, where it is sold for such applications as outdoor signs. Special products also handles airport runway lighting, transformers and circuit breakers. This ad budget went from $39,429 in 1960 to $85,000 in 1961.

■ The company's electronic tubes division, which makes about 25% of the picture and receiving tubes, and radio tubes in the U. S., has been confronted with the same problem facing other manufacturers: The replacement market has suffered as technical improvements prolong product life. Sylvania has tried to compensate for this by developing new uses for tubes.

The tube group spent $507,000, about 50-50 in magazines and network radio spots, and $475,000 in business publications in 1960. This year the trade figure is the same, but Sylvania chopped the consumer budget to $272,000. Sylvania's tube theme has been geared to build dealer traffic, and the company has three roving advertising supervisors—operating out of Burlingame, Cal., Chicago and New York—whose 80% travel time is occupied with coordinating distributor ad programs in specific markets.

Sylvania's parts division, which manufactures plastic moldings, metal stampings and wire, invested $83,500 in technical publications and $75,000 for collateral in 1960. This year the magazine budget was raised to $88,500 and collateral was dropped to $50,000. Another area, electronic defense systems boosted its business paper budget from $93,000 to $150,000.

■ Effective last month, the advertising account of Argus cameras (a division of Sylvania) was



GATEWAY TO THE HEART OF SOUTH CAROLINA: The 257,961 people who make WIS-television's home market the state's largest metropolitan area (and a close second in the *two* Carolinas after a 38.1% increase in the 60 Census) give Channel 10 their major time and attention, not to say devotion. This adds up to a 78.5 share of audience, says ARB (March 1960). And throughout South Carolina, WIS-television's 1526-foot tower, tallest in the South, delivers *more* of the state, *more effectively* than any other station. In short, South Carolina's major selling force is

WIS television NBC/ABC—Columbia, South Carolina
Charles A. Batson, *Managing Director*

A STATION OF THE BROADCASTING COMPANY OF THE SOUTH
G. Richard Shafto, *Executive Vice President*

BCS

WIS-television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.

switched from Young & Rubicam to Kudner Agency—thereby consolidating the entire General Telephone account with Kudner, except for about $50,000 through Sullivan Advertising, Wheeling, W. Va. The 1960 Argus billings were $682,000 in consumer media, $125,000 in business papers and $350,000 in sales promotion. This year Argus is spending $716,000 in consumer media, $141,000 on the trade and $300,000 on sales promotion.

Last year Argus introduced four new 8mm movie projectors including an automatic-threading model with a zoom lens, an electromatic slide projector that houses 60 slides instead of 36 or 40, and an Autronic electric eye 35mm camera with a rangefinder, priced at $89.95. The Autronic paced Sylvania's ad thrusts into 1961, including four-color tipped-in cards in *Life*. These had consecutive "lucky number" imprints which, if the digits matched with those at Argus dealers, won the readers free Autronics.

In the fall of 1961 the company will spearhead its drive by showing a new camera and projector line, including a new Autronic Mark II model. It will bank heavily on dealer listings via spreads. The slogan, "Color Makes the Difference, Argus Makes it Easy," will appear in all campaigns from now on, along with a one-year unconditional guarantee. Also, Argus will move away from special model names and concentrate only on its own, instead.

Argus' share of the slide projector market has been estimated at 25%, and its share of still cameras at 7%. It reportedly holds smaller shares of the U.S. movie camera and projector markets.

ADVERTISING EXPENDITURES

(General Telephone & Electronics figures, including advertising of General Telephone System subsidiaries and all manufacturing companies such as Sylvania Electric Products and its division, Argus cameras.)

	1960	1959
Newspapers	$ 477,263	$ 486,362
Magazines	3,546,185	3,213,340
Business Publications	1,000,000	442,600
Farm Publications	——	756
Network Television	115,296	327,700
Spot Television	26,460	——
Outdoor	38,239	——
Total Measured	5,203,443	4,470,758
Total Unmeasured	7,361,741	8,200,706
Estimated Total Expenditure	12,565,000*	12,671,000*

***Totals include all sales promotion, in which is figured some cooperative advertising.**

GENERAL TELEPHONE & ELECTRONICS AND SUBSIDIARIES

MARKETING PERSONNEL

R. Parker Sullivan, vp marketing & sales
George P. Norton, vp corporate relations and advertising

SYLVANIA ELECTRIC PRODUCTS

MARKETING PERSONNEL

George C. Connor, senior vp marketing
Alfred Viebranz, vp marketing services

Advertising

Edward L. Slater, director of advertising

Advertising Managers

William A. Cummings (photolamps: flash, projection, flood, darkroom, enlarger)
Herbert Hall (Argus cameras, projectors and related accessories)
Richrd E. Harz (lighting fixtures)
Donald J. Hughes (electronic and special tubes: tv picture and receiving tubes, radio tubes)
Vincent E. O'Sullivan (parts: plastic moldings, metal stampings, wire; chemical and metallurgical components; special products: panelescent lighting devices, airport approach systems, flexicore transformers)
Don Price (tv sets, radios, phonographs)
Frank H. Russell (electronic defense systems)
John Spitzer (semiconductors)
James R. Steel (incandescent, fluorescent, and mercury vapor lighting industrial and home use)

ADVERTISING AGENCIES

Kudner Agency, New York—all advertising (except for lighting fixtures)—William A. MacDonough, account supervisor, all divisions and subsidiaries of General Telephone & Electronics. Joseph McParland, account executive (General Telephone & Electronics); Charles A. Holcomb, account executive (Automatic Electric, General Telephone Directory Co., Electronic Secretary, Lenkurt Electric); John Mazey, account executive (Home Electronics, parts, chemical and metallurgical, special products); Robert M. Lehman, account executive (photolamp, commercial electronics); Frederic J. Cowan, account executive (lighting, Argus cameras); Leon A. Wortman and Paul Jannuzzo, account executives (electronic tubes, semiconductors, General Telephone & Electronics International).

Sullivan Advertising, Wheeling, W. Va.—lighting fixtures—Wynn Sullivan, account supervisor.

Gillette Co.

	1960	1959
Sales	$224,737,000	$209,276,635
Earnings	37,123,000	31,151,623
Advertising	31,400,000*	29,500,000*

*Estimated by AA

Gillette Co., Boston, the nation's 22nd largest advertiser, is estimated by ADVERTISING AGE to have invested $31,400,000 in advertising in 1960 for a substantial increase over 1959.

Gillette, in the company's annual report, makes public its worldwide advertising budget. This went from $35,700,000 in 1959 to $38,600,000 in 1960. The ratio of advertising to sales remained about the same—approximately 17%. Gillette advertises in 115 countries and territories. The $2,900,000 increase in advertising went for promotion of the new Super Blue blade and for stepped up foreign activities.

Advertising expenditures for 1961 may go up somewhat as Gillette begins to diversify its television approach.

■ Consolidated net sales in 1960 rose to $224,737,000, up 7% from 1959. Net profits rose 13% to $37,123,000. The curve continued to move upward this year. Sales for the first half of the year climbed from $110,094,656 in 1960 to $123,744,927 in 1961. Consolidated net income for the first half of the year was $19,713,603, up from $17,215,999 for the period in 1960.

Divisional breakdowns of total net sales averaged over the past three years showed this picture: 67% from Gillette shaving products, 25% from the Toni line and 8% from Paper Mate. But the Toni division spends almost as much as Gillette on domestic advertising, which leans sharply in the direction of television.

Most heavily promoted products, on the basis of measured figures for television, general magazines and newspapers, in 1960 were: Gillette blades and razors, $4,896,121; Toni, adult and children's permanents, $2,917,433, and Paper Mate pens, $2,087,178. These figures do not include production costs for print and talent-production charges for tv.

■ All the company divisions claim the number one sales position for their top products: Gillette for safety razors and blades, Toni for home permanents and Paper Mate for ball point pens.

Toni continued to combine aggressive merchandising for established products with attention-getter drives for new ones to catch the fickle female buyer. Adorn, heavy in network and spot tv, offered a free brush-comb for styling tricks. Toni tied in with fashions for hairdos designed to go with McCall's patterns offered in a free "Miss America Pattern Book."

Among the tv shows Toni cosponsored during the year: "Art Linkletter's House Party," "To Tell the Truth," and the "Verdict Is Yours," all on CBS, and Groucho Marx and the "Loretta Young Show" on NBC. Toni products also occasionally shared commercial time on the Gillette telecasts.

1960 was a year of key ad personnel and agency shifts for Toni. Martin N. Sandler quit as vp in charge of advertising and brand promotion, marketing and research to enter the investment and management field. Joseph T. Lewis moved up from brand supervisor to director of brand promotion.

In the agency realignment North lost Deep Magic facial cleanser and a test product, a hair colorer, to Wade Advertising and picked up Pink Pamper shampoo from Clinton E. Frank Inc. Frank got Prom permanent and White Rain shampoo from Tatham-Laird. These losses dropped Tatham-Laird out of the Toni agency lineup completely.

■ For Gillette 1960-'61 was a time of new products and new tv strategy. Two important new items were introduced in 1960. One was the Super Blue blade, a premium-priced product that became the top selling blade in the country within its first year. The other was Right Guard aerosol deodorant for men, which was the number two product in its field ten months after introduction.

During the first half of 1961 the razor company decided to supplement its regular weekly tv sports shows with a $2,700,000 investment in nighttime tv adventure shows on all three networks. This provided Gillette with first-half-of-the-year coverage comparable to the second half, when it has such big audience attractions as the All-Star baseball games, the World Series, National Collegiate Athletic Assn. football and year-end football bowl games. Horse racing has gone out of the company's sports program and bowling has come in. The company also entered the public affairs field, with sponsorship of ABC-TV's coverage of President Kennedy's trip to Europe.

■ In 1960 Gillette gave up its longtime exclusivity on the World Series sponsorship and shared the commercials and the costs with General Motors. The 1961 co-sponsor for the World Series, the all star baseball games and two football bowls on NBC-TV will be Chrysler Corp.

On ABC-TV, the Saturday night "Fight of the Week" is co-sponsored with Consolidated Cigars and "Make That Spare" bowling show with Brown & Williamson. Gillette continues as a co-sponsor of the NCAA football telecasts.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,939,254	$ 1,977,553
Magazines	1,256,188	852,601
Spot Radio	1,200,000	1,059,500
Network Television	12,075,302	13,642,174
Spot Television	4,072,910	2,745,350
Total Measured	20,543,654	20,277,178
Total Unmeasured	10,856,346	9,222,822
Estimated Total Expenditure	31,400,000	29,500,000

GILLETTE SAFETY RAZOR CO.

Boston

MARKETING PERSONNEL

William G. Salatich, vp in charge of sales
A. Craig Smith, vp and director of advertising
Paul M. Cuenin, director of marketing research
Albert S. Leonard, assistant advertising manager

ADVERTISING AGENCY

Maxon Inc., Detroit—All products—Lou R. Maxon, Robert Gamble, Allen Z. Hodshire, account supervisors.

THE TONI CO.

Chicago

MARKETING PERSONNEL

J. T. Lewis, director of brand promotion

ADVERTISING AGENCIES

North Advertising, Chicago—Toni, Tip Toni, Silver Curl, Tonette, Deep Magic, Adorn, Pamper and Bobbi—Don Nathanson, president and account supervisor.

Clinton E. Frank Inc., Chicago—Tame, White Rain and Prom—Hill Blackett Jr., account supervisor.

Wade Advertising, Chicago—Deep Magic lotion and conditioner, new products—Forrest Owen, account supervisor.

PAPER MATE CO.

Chicago

MARKETING PERSONNEL

Robert T. Wieringa, general sales manager
James V. Barton, advertising manager
David B. Kittredge, merchandise manager
Leslie E. Hughes, director of marketing research

ASTRONAUT PROBES SPACE IN A B.F.GOODRICH SUIT
B.F.Goodrich

SPACE SUIT—*When the U. S. shot its first astronaut into space this year, B. F. Goodrich Co. ran this ad in magazines and newspapers disclosing that it had made the astronaut's space suit.*

ADVERTISING AGENCY

Foote, Cone & Belding, Chicago—all products—Milton Schwartz, management representative, and Earle Dugan, account supervisor.

GILLETTE LABS

Chicago

ADVERTISING AGENCY

J. W. Dickinson Jr., general manager
Sam Schell, advertising and brand promotion manager

ADVERTISING AGENCY

North Advertising, Chicago—Thorexin cough syrup and cold tablets—George Gruenwald, account supervisor; Herb Klauber, account executive.

B. F. Goodrich Co.

	1960	1959
Sales	$764,736,162	$771,591,342
Earnings	30,020,565	37,580,186
Advertising	14,500,000*	13,500,000*

*Estimated by AA

B. F. Goodrich Co., Akron, the world's fourth largest rubber company and 63rd largest national advertiser, invested a record $14,500,000 in advertising in 1960, up more than 7% from 1959.

Net sales dipped slightly in 1960 as earnings dropped 20% below 1959. Goodrich attributed the earnings decrease to the highest natural rubber prices since 1955 and "a further costly rise in annual per person employment expenses."

Net sales in the first half of 1961 totaled $370,356,606, down 8.3% from $403,820,831 in the 1960 first half. Net income was $15,072,900, down 17.1% from $18,177,093 in the previous first half.

■ Despite a so-so business year, Goodrich and its subsidiaries invested $41,377,375 in capital expenditures, second only to 1954. Earlier this year, Goodrich purchased Rayco Mfg. Co., which has more than 140 automotive service outlets in the U.S. A new Iranian tire subsidiary started production last March. Goodrich's sixth domestic tire plant, now being constructed near Fort Wayne, will be ready for operations this fall.

■ Goodrich is the fourth largest rubber company in the world, ranking behind Goodyear, Firestone and U.S. Rubber. In addition to tires, the company also is actively involved in the chemical, industrial products, footwear and flooring, sponge products and aviation products fields.

About 45% of Goodrich's total sales come from tires. In the sale of new replacement tires last year, Goodrich brand tires had a 6.1% share of market as compared with an 8.2% share of market in 1959, according to an annual survey by *Look*. Leading Goodrich in 1960, the survey showed, was Goodyear with 18.7%, followed by Firestone, 15.3%; Allstate (Sears, Roebuck & Co.), 13.1%; Riverside (Montgomery Ward & Co.), 6.8%, and U.S. Rubber, 6.2%.

Goodrich made several important shifts in media strategy last year. The company more than doubled its expenditures in magazines to $4,747,008 and tripled its investments in network television to $1,568,158, while dropping outdoor and cutting newspapers by nearly a fourth to $1,204,674.

■ The past year saw many key changes among Goodrich sales, marketing and advertising personnel. John B. Hunter Jr. was named director of advertising for the parent company, succeeding Frank T. Tucker, who retired after 41 years of service.

George A. Mentzer was named advertising manager of commercial products, succeeding George B. Koch, who was named merchandising manager of B. F. Goodrich Industrial Products Co. Edward C. Bartlett was named manager, media section, for the parent company.

At B. F. Goodrich Tire Co., Karl O. Nygaard was named manager, market planning; W. H. Campbell became general manager, dealer sales and John Waroblak was named manager, petroleum company sales.

■ In the tire company's advertising department, Harold J. McCormick was named manager, trade advertising and sales promotion; C. E. Albaugh was appointed manager, trade promotion; R. G. Bosart was named manager, retail advertising; T. S. Norwalk became manager, retail promotion, and F. J. Hutchison was named manager, advertising and sales promotion, Associated tires and accessories.

Lawrence L. Shailer was promoted to manager, trade advertising and sales promotion of B. F. Goodrich Chemical Co.; P. W. Perdriau was appointed president of B. F. Goodrich Industrial Products Co.; A. Talalay was named general manager of B. F. Goodrich Sponge Products; C. B. McKeown became general manager of B. F. Goodrich Aerospace & Defense Products; and R. O. Howard was named advertising manager of International B. F. Goodrich Co.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,204,674	$ 1,758,200
Magazines	4,747,008	1,942,467
Farm Publications	356,319	275,130
Business Publications	1,100,000	1,365,500
Spot Television	272,750	78,870
Network Television	1,568,158	495,160
Outdoor	——	460,374
Total Measured	9,248,909	6,375,701
Total Unmeasured	5,251,091	7,124,299
Estimated Total Expenditure	14,500,000	13,500,000

PARENT COMPANY

Akron

MARKETING PERSONNEL

Don C. Miller, vp-marketing

Corporate Advertising

John B. Hunter Jr., director of advertising
George A. Mentzer, advertising manager, commercial products.

Edward C. Bartlett, manager, media section

B. F. GOODRICH TIRE CO.
Akron

MARKETING PERSONNEL

E. F. Tomlinson, president
Guy Gundaker Jr., vp
J. T. Callahan, vp of equipment sales
Karl O. Nygaard, manager, market planning
W. H. Campbell, general manager, dealer sales
W. G. Young, general manager, retail sales
F. H. Newsom, general manager, special account sales
John Waroblak, manager, petroleum company sales
D. W. Gates, manager, Associated tires and accessory sales

Advertising

Harold J. McCormick, manager, trade advertising and sales promotion
C. E. Albaugh, manager, trade promotion
R. G. Bosart, manager, retail advertising
C. E. Copp, manager, advertising operations
T. S. Norwalk, manager, retail promotion
F. J. Hutchison, manager, advertising and sales promotion, Associated tires and accessories

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—passenger car tires, general corporate—Carroll P. Newton, management supervisor; Richard B. White, account supervisor; Miles Sherman and John F. Kraushaar, account executives.

Griswold-Eshleman Co., Cleveland—corporate commercial products, truck, farm and industrial tires—Charles Farran, management supervisor (corporate commercial products) and account supervisor (truck, farm and industrial tires); R. L. Baumgardner, account executive (corporate commercial products); Charles Wolfe, creative supervisor (corporate commercial products); J. H. Gerber, account executive (truck, farm and industrial tires); B. O. Shaffer, account executive (Associated lines).

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,199,828	$ 1,618,167
Magazines	1,306,310	1,176,500
Farm Publications	304,104	107,700
Spot Television	40,010	20,950
Total Measured	2,850,252	2,923,317

B. F. GOODRICH CHEMICAL CO.
Cleveland

MARKETING PERSONNEL

H. B. Warner, president
T. B. Nantz, vp-marketing

Advertising

L. L. Shailer, manager, trade advertising and sales promotion

ADVERTISING AGENCY

Griswold-Eshleman Co., Cleveland—Lee Canfield, group head; Lowell Monroe and John Conde, account executives.

ADVERTISING EXPENDITURES

	1960	1959
Magazines	$ 282,846	$ 238,400
Newspapers	4,846	———
Total Measured	287,692	238,400

B. F. GOODRICH INDUSTRIAL PRODUCTS CO.
Akron

MARKETING PERSONNEL

P. W. Perdriau, president
J. C. Richards, vp marketing-industrial products
W. A. Drisler Jr., vp marketing-consumer products
G. L. Bego, general sales manager
George B. Koch, merchandising manager

Advertising

Mrs. Rubie C. Gross, manager, trade advertising and sales promotion

ADVERTISING AGENCIES

Griswold-Eshleman Co., Cleveland—industrial products, plastic products—R. L. Baumgardner, group head; M. L. Landers and B. O. Shaffer, account executives.

Foote, Cone & Belding, Chicago—Drugs, sundries and consumer plastic products—Robert H. Eppler, account supervisor; F. R. Rhode and Robert Holmes, account executives.

ADVERTISING EXPENDITURES

	1960	1959
Magazines	$ 84,307	$ 371,274
Newspapers	———	41,447
Spot Television	———	9,510
Total Measured	84,307	422,231

B. F. GOODRICH FOOTWEAR & FLOORING CO.
Watertown, Mass.

MARKETING PERSONNEL

J. C. MacKinnon, general manager

Advertising

Walter F. Garlow, manager, trade advertising and sales promotion

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—consumer footwear and flooring—Robert H. Eppler, account supervisor; F. R. Rhode and Robert Holmes, account executives.

Griswold-Eshleman Co., Cleveland—commercial footwear—R. L. Baumgardner, group head; M. L. Landers, account executive.

ADVERTISING EXPENDITURES

	1960	1959
Magazines	$ 559,100	$ 22,450
Spot Television	232,740	48,410
Newspapers	———	72,428
Total Measured	791,840	143,288

B. F. GOODRICH SPONGE PRODUCTS
Shelton, Conn.

MARKETING PERSONNEL

A. Talalay, general manager

Advertising

John J. Corrigan, manager, trade advertising and sales promotion

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—consumer sponge and foam products—Robert H. Eppler, account supervisor; F. R. Rhode and Robert Holmes, account executives.

Griswold-Eshleman Co., Cleveland—commercial sponge and foam products—R. L. Baumgardner, group head; M. L. Landers, account executive.

ADVERTISING EXPENDITURES

	1960	1959
Magazines	———	$ 168,470
Newspapers	———	12,259
Total Measured	———	180,729

B. F. GOODRICH AEROSPACE & DEFENSE PRODUCTS
Akron

MARKETING PERSONNEL

C. B. McKeown, general manager
E. H. Fitch, general manager, sales

Advertising

M. W. Martin, manager, trade advertising and sales promotion

ADVERTISING AGENCY

Griswold-Eshleman Co., Cleveland—Lee Canfield, group head; Howard Reed and Lowell Monroe, account executives.

ADVERTISING EXPENDITURES

	1960	1959
Magazines	$ 5,175	$ 24,598
Total Measured	5,175	24,598

INTERNATIONAL B. F. GOODRICH COMPANY
Akron

MARKETING PERSONNEL

W. C. Gulick, president

W. GLENN HICKS

THE POST SIGN CO. INC.

OUTDOOR ADVERTISING

KNOXVILLE, TENNESSEE

One of the 10 best cities for over-all business selected by Rand-McNally

CHI 4
JKL 5
MNO 6
PRS 7
TUV 8
WXY 9
0 OPERATOR

Think BIG when you think of PHOENIX

FOR RESULTS, dial any business indicator in the **BIG** Phoenix market! Metropolitan Phoenix is one of the brightest spots in the nation — showing gains in ten of eleven business indicators. Fifty-seven cents of every dollar spent in Arizona **buys** in Metropolitan Phoenix — where, in 1960 retail sales totaled **$1,884,423,419;** bank debits rose **16.5%;** electrical connections up **7.5%;** gas connections up **6.4%;** telephones in service showed a **11.4%** gain.

Home building is flourishing, too. Of all U.S. metropolitan areas, Phoenix ranked **8th** last year in number of new dwelling units.

Penetrate this buying power with the one low-cost medium that does the big job. Daily metropolitan coverage, **90.5%** (Arizona family coverage, **61.4%**).

The Arizona REPUBLIC · The Phoenix Gazette
Morning and Evening Combination

CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER BOX 1950 PHOENIX, ARIZONA • PHONE ALPINE 8-8811 • REPRESENTED NATIONALLY BY KELLY-SMITH CO

H. E. Hellman, vp-sales
G. W. Hill, general sales manager

Advertising

R. O. Howard, trade advertising and sales promotion

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, New York—Carroll P. Newton, management supervisor; Richard B. White, account supervisor; Miles Sherman, account executive

Goodyear Tire & Rubber Co.

	1960	1959
Sales	$1,550,940,519	$1,579,257,984
Earnings	71,022,877	76,008,956
Advertising	24,000,000*	23,688,000*

*Estimated by AA

Goodyear Tire & Rubber Co., Akron, the world's largest producer of rubber products and the 37th largest national advertiser, is estimated by ADVERTISING AGE to have inched advertising expenditures upward 1% to a record $24,000,000 in 1960.

Despite the business recession last year, Goodyear's sales and earnings were only slightly behind 1959 when the company established alltime records. Sales exceeded the $1.5 billion mark for the second successive year. Total assets passed the $1 billion mark in 1960, the first time this has ever been achieved in the rubber industry.

Goodyear, the world's largest producer of tires, derives about 60% of its total sales volume from tires, with the other 40% coming from sales of new products developed for home and industry.

The company has been the largest seller of new replacement tires for passenger cars for many years. A *Look* survey revealed that Goodyear had an 18.7% share of market last year, compared with 22.8% in 1959. Its biggest competitor, Firestone, captured a 15.3% share of market in 1960, the study showed.

Foreign operations have proved to be of increasing importance to Goodyear in recent years. Last year, profits from foreign operations amounted to $25,385,383, more than 35% of the company's total profits.

■ In its only agency change last year, Goodyear switched its international advertising account to McCann-Erickson from Young & Rubicam and Kudner Agency. It is estimated that Goodyear invests about $10,000,000 yearly in foreign advertising.

On the media front in 1960, the rubber giant boosted its expenditures in newspapers, magazines, spot and network television and outdoor, and cut back on expenditures in farm and business publications. Magazines received the largest increase of any media—a gain of $443,053 over 1959.

During the year, Goodyear research contributed another important breakthrough in the vital field of synthetic rubber with practical commercial application of two new rubbers—Natsyn and Budene. Natsyn duplicates the natural rubber molecule and is considered a complete substitute for natural. Budene can replace natural in about half its uses. Both types will be produced in Goodyear's new $20,000,000 plant now being constructed at Beaumont, Tex.

Goodyear scientists have also developed a special chemical process which will permit Natsyn to compete economically with tree rubber. This process will be used for the manufacture of isoprene, the chemical building block for "natural synthetic" rubber. It marks the company's first entry into the petrochemical field. Synthetic rubber now accounts for 70% of all new rubber consumed in the U.S. and use of synthetic abroad also is increasing.

■ Among the new products introduced by Goodyear last year were Videne polyester laminating film; Chemi-Vic, a rubber-plastic combination; Vitel resins for solution coatings; Pliolite AC resins for masonry paints; black Vitel polyester resins for textiles; Pliovic vinyl resins for heavy gauge sheeting; industrial Pliobonds and Pliogrip sealing and caulking compounds. It also brought out an all-vinyl compounded flooring in full 6' width—a major "first" in the flooring industry.

The company invested about $80,000,000 last year in a capital expansion-improvement program—$5,000,000 more than it spent in 1959 including additional capacities in plants producing tires, industrial products, vinyl flooring and vinyl resins.

Goodyear opened new tire plants at Amiens, France and Medicine Hat, Alberta, Canada. A new tire plant at New Delhi, India, will be opened this summer. In other overseas expansions, additional manufacturing capacities were provided in Argentina, Brazil, Colombia, England, Luxembourg, Mexico, Peru, the Philippines, Scotland, Sweden and Venezuela.

■ On the personnel front, F. R. Evans was named general manager of foam products; G. G. Kerr was appointed general manager, shoe products; R. J. Burns was chosen as general manager, metal products division; R. W. Fairchild was named manager of the tire department; and Glenn L. Martin was promoted to manager of advertising and sales promotion of Kelly-Springfield Tire Co., a Goodyear subsidiary.

In March, 1961, the Federal Trade Commission ruled that the "sales commission contract" between Goodyear and Atlantic Refining constitutes an unfair method of competition. A similar ruling was made in the case of a Firestone-Shell contract. The contracts enabled Atlantic and Shell to collect 7½% to 10% commission on Firestone and Goodyear products sold to Atlantic and Shell stations. The FTC ruling charged that stations were coerced and smaller tire companies and wholesalers were shut out of important distribution channels, Petition for review of the FTC decision by the U. S. Court of Appeals has been filed in both cases.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 3,596,620	$ 3,207,669
Magazines	5,864,944	5,421,891
Farm Publications	543,728	658,955
Business Publications	970,100	1,003,400
Spot Television	105,290	74,980
Network Television	1,819,908	1,559,205
Outdoor	48,870	46,141
Total Measured	12,949,460	11,972,241
Total Unmeasured	11,050,540	11,715,759
Estimated Total Expenditure	24,000 000	23,688,000

MARKETING PERSONNEL

(All located in Akron)

Sales

Victor Holt Jr., exec vp in charge of sales
O. E. Miles, vp of trade sales
C. C. Gibson, vp in charge of automotive products division
R. A. Jay, assistant to the president
C. W. Thorp, marketing manager, tire division
C. F. Stroud, sales manager
R. W. Fairchild, manager, tire department
L. W. Moore, general manager, retail stores division
J. S. Bruskin, general manager, films and flooring division
F. R. Evans, general manager, foam products
E. M. Eickmann, general manager, aviation products division
R. B. Warren, general manager, industrial products division
G. G. Kerr, general manager, shoe products
R. J. Burns, general manager, metal products division
H. R. Thies, general manager, chemical division

Advertising

K. C. Zonsius, director of advertising
D. T. Buchanan, manager, advertising and sales promotion
John P. Kelley, assistant director of advertising
Bruce W. Wert, assistant manager, advertising and sales promotion
H. F. Cook, advertising manager, tire departments
G. G. Cartwright, advertising manager, general products
D. M. Peebles, assistant manager, media

Public Relations

Robert H. Lane, director of public relations

Color comes to tires
GOODYEAR

TIRES IN COLOR—*Goodyear promoted its new line of "multi-color" passenger tires with this full color spread in the Aug. 25 issue of Life and the Aug. 26 issue of The Saturday Evening Post. The tires have bands of color on their white sidewalls.*

KELLY-SPRINGFIELD TIRE CO.

Cumberland, Md.

MARKETING PERSONNEL

George B. Newman, president
E. S. Burke, chairman
M. T. Powers, vp and sales manager
Glenn L. Martin, manager of advertising and sales promotion

ADVERTISING EXPENDITURES

	1960	1959
Magazines	$441,261	$504,255
Farm Publications	56,250	87,600
Business Publications	20,100	16,800
Newspapers	——	1,381
Outdoor	——	46,141
Total Measured	517,611	656,177

GOODYEAR AIRCRAFT CORP.

Akron

MARKETING PERSONNEL

T. A. Knowles, president
R. W. Richardson, vp in charge of sales
M. B. Jobe, manager, customer relations
K. C. Zonsius, director of advertising

ADVERTISING EXPENDITURES

	1960	1959
Magazines	$164,040	$302,320
Total Measured	164,040	302,320

ADVERTISING AGENCIES

Young & Rubicam, New York—auto tires, Captive-Air safety shields, television—Walter Smith, vp and account executive.

Kudner Agency, New York—all other national advertising, including truck, off-the-road, industrial, cycle and farm tires; industrial rubber goods, foam products, films and flooring, chemical products, aviation products, metal products and aircraft—James F. Black, vp and account executive.

Compton Advertising, New York—shoe products—Jack P. Rees, vp and account executive.

Gulf Oil Co.

	1960	1959
Sales	$3,212,205,000	$3,170,847,000
Earnings	330,311,000	290,467,000
Advertising	11,100,000	10,170,000

Gulf Oil Corp., Pittsburgh, was the 79th largest advertiser during 1960, with a total estimated expenditure of $11,100,000, up 8% from 1959.

Sales moved up 1.3% to $3.21 billion in 1960 while earnings rose 13.7% to $330,311,000.

In terms of sales, Gulf ranks fourth among the U.S. oil producers. Standard of New Jersey is first, Socony second and Texaco third. Gulf produces between 8% and 9% of the U.S. net crude oil and condensate.

Gulf markets Gulf Crest, Super No-Nox and Good Gulf gasoline; Gulfpride, Gulfpride Select Single-G, Gulflube and Supreme motor oils as well as lubricating oils and greases, natural gas and petrochemicals.

■ Last year the company moved its U.S. marketing department headquarters from Pittsburgh to Houston as part of an extensive departmental reorganization. In the new marketing setup, Gulf's 39-state marketing area was divided into four regions, and a new regional vp was elected to direct sales in each. They are J. B. Kelley, eastern region, Philadelphia; G. E. Millican, southern region, Atlanta; W. A. Bourne, midwestern region, Toledo; and B. B. Pettitt, southwestern region, Houston.

The company explained that the principal purposes of these moves was to provide closer coordination between marketing and other operating departments already headquartered in Houston; to shift more management responsibility to point of sale levels; and to realign division boundaries so as to improve transportation efficiency.

Last summer Gulf acquired Wilshire Oil Co., an independent marketer with some 800 stations in California, Nevada and Arizona, thus raising the number of states in which it operates from 36 to 39.

Late in the year, Gulf named Paul W. Sheldon, formerly with the public relations department, advertising coordinator of all domestic and international advertising, media research and ad planning and also named him vice-chairman of a new ad committee which includes Craig Thompson, pr director, as chairman; R. A. Hunter, administrative vp, marketing; and B. W. S. Dodge, director of advertising and sales promotion, domestic marketing.

■ Toward the end of the year, Gulf made an unusual television buy. It contracted to sponsor special news events on NBC-TV, which will be aired at any moment when the network feels that the news is important enough to pre-empt the time of regularly-sponsored shows. For these specials, which the company calls "instant specials," Gulf has set aside about $1,200,000.

The contract for the news specials marks a return to television program sponsorship for Gulf. The company has had no regularly scheduled program of its own since mid-1957 when it dropped "Life of Riley." The company has confined itself to buying participations and minutes on network shows. It did no network tv advertising during the last quarter of 1960.

■ Last year also marked Gulf's return to another major medium: Newspapers. In 1959, the gasoline marketer caused a flurry among newspaper publishers when it cut its newspaper spending from a healthy $2,800,000 in 1958 to less than $500,000 in 1959. As a result of this cut, Gulf was made one of the first targets of the National Sales Force program which had just been launched by the Bureau of Advertising and the American Assn. of Newspaper Representatives. In 1960, Gulf's newspaper advertising climbed to nearly $2,000,000. Spot television, which had also received drastic cuts in Gulf's budget—$857,470 in 1959 compared with $2,031,280 in 1958—did not make out so well in 1960. Gulf cut its spot tv appropriation even further in 1960, to $228,690. Farm publication advertising was also reduced further. Magazine spending increased slightly and advertising in business publications remained the same as in 1959.

■ During July, Gulf switched the advertising for its tires-batteries-accessories division from Young & Rubicam. The decision to change came when Gulf decided to promote its TBA line nationally. Y&R has been handling automobile tires for Goodyear. It was felt that there was no conflict as long as advertising was done by Gulf dealers only at the local level. But the shift to national advertising changed the picture.

In August the company dropped Fletcher Richards, Calkins & Holden, the agency handling its outdoor advertising on the ground that its outdoor expenditure had grown too small to require an agency.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,958,767	$ 478,319
Magazines	1,402.657	1,135,850
Farm Publications	45.658	62,650
Business Publications	400,000	400,000
Network Television	1,334,609	1,492,450
Spot Television	228,690	857,470
Outdoor	663,563	704,988
Total Measured	6,033,944	5,546,727
Total Unmeasured	5,066,056	4,623,273
Estimated Total Expenditure	11,100,000	10,170,000

MARKETING PERSONNEL

Sales

R. A. Hunter, Pittsburgh, marketing, administrative vp
J. L. Lenker, Houston, marketing, operational vp
E. F. Jacobs, Houston, coordinator sales development, marketing

Advertising

Benton W. S. Dodge, Houston, director, advertising and sales promotion
Paul Sheldon, Pittsburgh, coordinator, advertising
Craig Thompson, Pittsburgh, director, public relations
J. L. Hanna, Pittsburgh, manager, media research
W. C. Kernahan, Houston, adviser, consumer market advertising
A. T. Spohn, Houston, adviser, retail and jobber advertising

ADVERTISING AGENCIES

Young & Rubicam, New York—all retail advertising—T. W. Clark, senior account supervisor; Haps Kemper, account supervisor; Kent Thomas and Clyde A. Syze, account executives.

Ketchum, MacLeod & Grove, Houston and New York—industrial consumer advertising and petrochemicals—Donald A. Colvin, Houston, account supervisor; Stanley J. Kail, Houston, account executive (industrial); C. E. VanVoorhis, New York, account supervisor; R. B. Ulrich, New York, account executive (petrochemical).

Erwin Wasey, Ruthrauff & Ryan, Pittsburgh—specialities TBA division, anti-freeze—Fred L. Newmeyer Jr., account executive.

The Theo. Hamm Brewing Co.

	1960	1959
Sales	$148,000,000*	$135,000,000*
Advertising	9,500,000*	8,500,000*

*Estimated by AA

Theo. Hamm Brewing Co., St. Paul, the 91st largest national advertiser, is estimated by ADVERTISING AGE to have increased its advertising investment 12% to $9,500,000 in 1960.

Like a similar boost in 1959, the increase was believed to have gone largely into the opening of new markets. Expenditures in 1961 were running about the same as in 1960.

The company, which started an expansion program after World War II and has seen almost uninterrupted growth ever since, sold 3,907,040 bbls. last year, up from 3,551,859 bbls. in 1959. Volume has grown from 3,072,000 bbls. in 1955 and 825,000 bbls. in 1945.

■ Hamm is a closed corporation and does not reveal sales and earnings figures, but ADVERTISING AGE

CONCEPT—FOR A NEW KIND OF MAGAZINE A technical communication service—designed to provide scientists and engineers with a means of staying abreast of important advances *outside* their specialized areas. Its editorial scope covers the broad spectrum of science and technology applicable to industrial progress—in language any technically trained man can understand. Its purpose: to provide cross-communication between the many scientific and technological disciplines or specialties.

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estimates volume rose about 10% to the neighborhood of $148,000,000 last year. Profits are reported to be substantial, although they may have been cut back somewhat last year by the initial high costs of expansion into new markets.

Maintaining its rank as the nation's seventh largest brewer, Hamm boosted its share of market to 4.4% from 4.2% in 1959.

The company, founded by the late Theodore Hamm in 1865, was originally incorporated in 1893, although it wasn't chartered as the present Minnesota corporation until 1937. Its rise to the top ranks of brewers was marked by purchases of breweries in San Francisco in 1953 and Los Angeles in 1957. The breweries purchased were Rainier Brewing Co., San Francisco, and Rheingold Brewing Co., Los Angeles.

The San Francisco acquisition helped boost Hamm from 15th in beer sales in 1952 to eighth in 1954.

■ Hamm took another big expansion step in December, 1959, by purchasing Gunther Brewing Co., Baltimore, a modernized plant with 1,000,000 bbls. capacity, and thereby making a strong bid for the eastern market. In 1960 that bid showed clear signs of success as the company rolled out heavy promotion guns to introduce Hamm's beer in Maryland, Virginia, Delaware, District of Columbia and southern Pennsylvania. Lately the company has also entered several markets in the Carolinas.

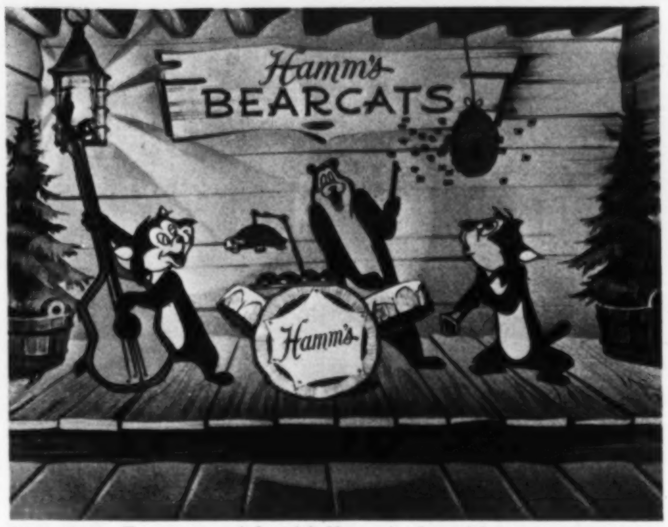
Some 20% of Hamm's total advertising budget was set aside for the eastern invasion as the brunt of the campaign, which began in February of last year, went into television, and the remainder was put in outdoor, newspapers and radio, in that order. The introductory campaign continued for a year, at first playing up the theme that "Hamm's Is Coming" and "Hamm's Is Here" but also continuing to build up its "From the land of sky blue waters" image, which has been pushed steadily for ten years by Hamm and its agency, Campbell-Mithun.

The eastern saturation campaign included 500 tv spots weekly (of 60 seconds, 20 seconds and eight seconds), newspaper spreads in b&w and full-color and two-color r.o.p. and more than 100 outdoor showings.

Last summer, at the peak of the season, Hamm's Baltimore capacity was reported sold out and additional beer was shipped into the East from the St. Paul plant.

■ The Baltimore acquisition hiked Hamm capacity to 4,500,000 bbls. annually. In addition to plants in St. Paul, San Francisco, Los Angeles and Baltimore, Hamm has a major distribution branch in Chicago.

On the West Coast, Hamm is now No. 2 behind Lucky Lager, leading seller in the West, published tax figures show.



COOL, MAN—*Tv commercials with Hamm's clownish bear and enticing shots of northern "sky blue waters" have won friends for Hamm among Great Lakes resort owners, who are often glad to push Hamm's beer.*

Hamm now has distribution in Minnesota, Wisconsin, Illinois, Missouri, North and South Dakota, Nebraska, Texas, Colorado, Wyoming, Idaho, Montana, Oregon, Washington, Indiana, Arizona, Nevada, New Mexico, California, Michigan, Maryland, Delaware, District of Columbia, Virginia, Pennsylvania and the Carolinas.

■ These areas served by Hamm contain about 40% of the population, but the company, which has been undertaking a major expansion about every three years, is aiming ultimately at national distribution and expects to have it by the early 1970s.

Hamm's expansion policy has been to completely modernize the breweries it buys (as with the San Francisco plant) or to buy an already modernized plant (as in Baltimore). This is expensive, but Hamm makes its profit by the efficiency of these modernized brewing operations. This contrasts with at least one other major brewer who has also been expanding in recent years, and has bought many small, old breweries that are not so efficient but whose purchase price was low enough to allow a good profit on the operation.

Hamm is a bit unusual in its price policy. Brewing industry lingo includes so-called premium beers which sell at a higher price (Budweiser, Schlitz, etc.) and so-called popular price beers which sell for less (Falstaff, Carling, etc.). Whereas some brewers, like Anheuser-Busch and Schlitz, maintain a second brand at the popular price—such as Busch Bavarian for Anheuser and Old Milwaukee for Schlitz—and other brewers, like Falstaff, sell only one brand at one "popular price," Hamm sells one brand at both prices (getting the premium price where it can). Hamm's is sold at the premium price in the mid-continent area; at the popular price in eastern and western markets.

■ Last year Hamm continued to stress tv and outdoor in its advertising, using its animated bear and other goof-ball animals and pushing the "sky blue waters" theme in the commercials. Among measured media, spot tv took 43.8% of the expenditure, outdoor 33.4% and network tv 7.4%. Magazines got 7.5%, newspapers 7.9%.

Like other brewers, Hamm likes to sponsor or co-sponsor sports broadcasts, including baseball in the top-beer-drinking summer months, thereby reaching its predominantly male market. Hamm is co-sponsor of WGN-TV's telecasts of all home games of the Chicago White Sox and Cubs, and of the Baltimore Orioles. At the start of this year, Hamm signed a three-year contract for exclusive rights to tv and radio broadcasts of the Minnesota Twins (formerly Washington Senators) American League

baseball team, starting last spring.

Three top marketing executives were promoted to vp last year: Henry R. Turnbull, director of marketing; George J. Faust, general sales manager of the St. Paul division, and Robert D. Hirschboeck, general sales manager, western division. At about the same time, Leonard Johnson was named assistant advertising director and Philip Hummel became point-of-sale manager. Joseph Sullivan was promoted to advertising supervisor, St. Paul division, and Terence O'Brien to advertising supervisor, eastern and western divisions.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 440,207	$ 101,756
Magazines	414,873	261,881
Network Television	412,908	600,461
Spot Television*	2,432,530	1,887,060
Spot Radio	**	900,000
Outdoor	1,855,477	1,614,353
Total Measured	5,555,995	5,365,511
Total Unmeasured	3,944,005	3,134,489
Estimated Total Expenditure	9,500,000	8,500,000

* Includes $71,840 for dealers in 1960 and $65,180 in 1959.

**Not measured in 1960; spot radio expenditures in 1960 rose to about $1,150,000 and are included in unmeasured total for that year.

MARKETING PERSONNEL

Henry R. Turnbull, vp and director of marketing

John D. Callahan, assistant to the marketing director

Sales

George J. Faust, vp and St. Paul division general sales manager

H. G. Vedder, St. Paul division assistant general sales manager

Robert H. Rygg, St. Paul division assistant sales manager—merchandising

Robert D. Hirschboeck, vp and western division general sales manager

Herm T. Newhouse, western division assistant general sales manager

Edward F. Jensen, western division merchandising director

William W. Wadel, eastern division general sales manager

William Evans, eastern division assistant general sales manager

Advertising

Charles T. Adams, advertising director

Leonard Johnson, assistant advertising director

Philip Hummel, point-of-sale manager

Joseph F. Sullivan, St. Paul division advertising supervisor

Terence O'Brien, eastern and western divisions advertising supervisor

ADVERTISING AGENCY

Campbell-Mithun Inc., Minneapolis—Robert Pile, account group head; Jack Gustafson, account executive, St. Paul division; Palmer Packard, account executive, West Coast, and David Guthridge, account executive, East Coast.

H. J. Heinz Co.

	1960†	1959
Sales	$365,989,576	$340,223,700
Earnings	13,147,418	12,231,374
Advertising	10,800,000*	10,275,000*

†Fiscal year (53 weeks) ended May 3, 1961

*Estimated by AA

H. J. Heinz Co., Pittsburgh, the 83rd largest national advertiser, is estimated by ADVERTISING AGE to have maintained its 1960 advertising expenditures at about the same level as in 1959, with perhaps a 5% increase to $10,800,000.

The 1959 expenditure was highest in the company's history and 20% over 1958. The previous record was $9,500,000 spent in 1957, when Heinz promoted the happy coincidence of its "57" trademark and the 57th year of the century.

Heinz spent about the same in most media as in 1959, with small increases in magazines, business publications, spot tv, network tv and farm publications, which Heinz began using to broaden sales among farm-rural families. Spot tv, which Heinz had been reducing from the $1,621,290 spent in 1957 to $28,040 in 1959, was increased slightly to $68,960 in 1960.

Heinz boosted consolidated net sales 7.6% to a record $365,989,576 in the fiscal year ended last May 3. Net income rose 7.5% to $13,147,418. Sales have increased yearly since 1950, when the total was $170,508,252.

- Heinz, a leading processor, packer and marketer of food products bearing the 57 Varieties trademark, has long operated subsidiaries in Canada, Britain and Australia. In 1959 it began manufacturing 57 Varieties products in a newly purchased plant of the Taminian company in Holland, and last year Heinz began manufacturing operations in its newly constructed plant in the Carabobo province of Venezuela, under a new subsidiary, Alimentos Heinz C. A. (or Heinz Foods Inc.).

In 1956, Heinz reported it was making about 44% of its sales and 71% of profits outside the U. S. The company does not release U.S. sales figures, but AA learned that in the year ended April 30, 1958, U.S. sales were approximately $148,500,000, or 50.5% of total sales. In the fiscal year ended April 29, 1959, U.S. sales were about $157,700,000, or 49.8% of total sales. In the two following years (1959 and 1960), Heinz emphasized gains made in the U.S.

Of the net income for the latest fiscal year, $8,146,668, or 61.5%, originated from foreign subsidiaries consolidated. In the previous year, income of $8,112,657, or 66%, originated from foreign subsidiaries. In the year before that income of $8,669,749, or 78%, originated from foreign subsidiaries.

Heinz reported that during the past year each of the Heinz companies showed a sales increase over

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U.S. fliers welcomed by president, their families
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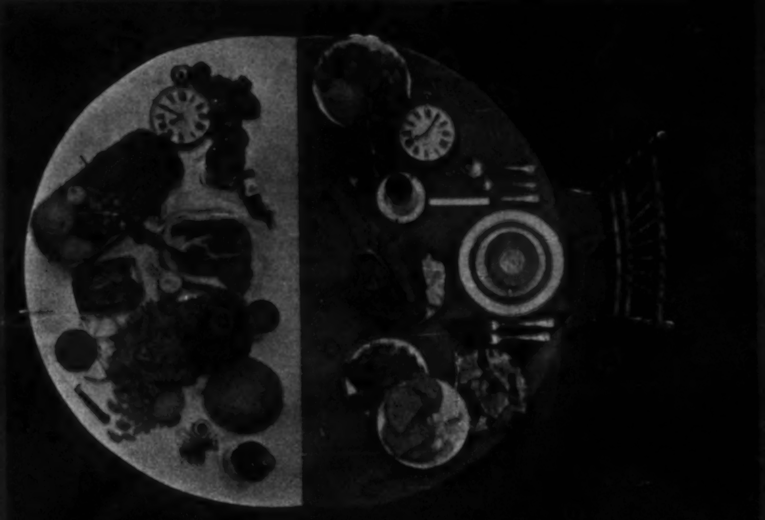
MENT

"How I Went Into Television for Fun & Profit & Found Indians"

by ROBERT ALAN AURTHUR



The 15-Minute Gourmet photo by Ben Somoroff

UIRE

Excitement in ESQUIRE means diversity. In this September issue, and in every issue, ESQUIRE's editorial package is a [illegible] span of all the interests of today's well-rounded man.

He's concerned with the problems of society; ESQUIRE tells him, no punches pulled, how Frank Costello's ethnic roots made him what he is.

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He's read the newspaper headlines about the scandal of TV; ESQUIRE takes him into the control room to experience, at first hand, the slings and arrows of TV Indians.

He has the instincts of a gourmet; ESQUIRE shows him how to turn out a Cordon Bleu repast in a quarter-hour.

Whatever his interests, ESQUIRE encompasses them. And this exciting diversity makes ESQUIRE the best rounded magazine for today's well-rounded man!

the preceding year. The British company doubled its sales every four years in the 12 years following World War II. During the war years, Heinz products gained immense popularity in Britain, and today many British housewives think of Heinz as a British-owned company. The volume of the three British Commonwealth subsidiaries has been growing, and in the past several years has accounted for almost 50% of the company's total sales and about 50% of profits.

■ Principal products of the company, which uses more than 200 recipes for its U.S. products, are ketchup and other tomato products, pickles, soups, baby foods, beans, vinegar, mustard and condiments. The company also markets canned spaghetti, macaroni, chili con carne, sauces and "minute meals" such as goulash, chicken noodle dinner, chop suey and chicken stew with dumplings.

Ketchup, baby foods and soup account for about 60% of the company's business. The growing U.S. appetite for ketchup is a source of satisfaction to Heinz, which reports that, in the 1930s, persons five years and older consumed fewer than two bottles annually per capita, compared with nearly four bottles today. Heinz ketchup is the highest priced yet the largest selling ketchup in the U.S., with about 25% of the market, while the three leaders (Heinz, Del Monte and Hunt) account for about 50%.

Heinz, the world's largest pickle processor, sells more than 20 different kinds of pickles. U.S. pickle industry sales now are about a third larger than five years ago, and currently amount to about $200,000,000. Heinz believes it maintains its leading pickle position by keeping abreast of changes in the market. During the year Heinz reintroduced its famous Heinz genuine dills, formerly sold only in wooden kegs in grocery stores, in a 40-oz. jar shaped like "the old pickle barrel." Heinz has, it says, successfully overcome the technical difficulties of packaging this kind of pickle in glass, while still utilizing the old-fashioned method of curing in wood.

The company's pickle processing operation is at Holland, Mich. The Holland factory also is a leading producer of Heinz vinegar products, which have brought the company a top position in the national vinegar market. During the year, Heinz introduced a new decanter line of four vinegars—wine, malt, tarragon and salad.

■ Heinz, one of the leaders in the baby-food field, during the year continued its leadership in the "new varieties" aspect of baby food by developing and introducing eight new products. These are strained baby breakfast ham and egg yolks, strained cottage cheese with bananas, strained vegetables with dumplings, strained beef and bacon and strained pineapple orange dessert; also junior baby breakfast ham and egg yolks, junior cottage cheese and bananas and junior pineapple orange dessert. Conversion to the screw-on cap, introduced in the industry by Heinz, was completed during 1960 for the entire Heinz strained and junior food lines. In baby foods, Gerber is first in the market, followed by Heinz, Beech Nut and Clapp. These top four have by far the lion's share of the market.

In the U.S. soup market, Heinz has less than 10%—probably between 4% and 8%—a remote second to the 90% enjoyed by Campbell Soup Co. However, in Britain, Heinz sells two-thirds of all canned soup manufactured in the United Kingdom. During 1960 Heinz introduced three new soup products—condensed cheese soup, condensed alphabet soup and oyster stew.

Heinz is third in the canned beans market, with perhaps a 6% share. Campbell is second with 24% or 25% and Stokeley-Van Camp is first, with 30%. Libby follows Heinz, with probably 4%.

NEW
HEINZ
CURED IN WOOD
Genuine
DILLS

PICKLE BARREL—*H. J. Heinz reintroduced last year its famous Heinz "genuine dills" (once sold only in wooden kegs in grocery stores) in this 40-oz. jar shaped like a pickle barrel.*

■ Heinz reported that its marketing division was further reorganized and strengthened in 1960. The previous year it completed a program of management realignment, especially in the U.S., with emphasis on marketing, and completed a reorganization of its distribution setup, which had been under way since 1954. For 85 years Heinz products had been distributed exclusively through company-operated warehouses. Now the company has switched to distribution of products through cooperatives, voluntary chain groups or wholesaler groups.

Heinz reported that in the past fiscal year research in three key areas has been productive—cost control, research in new products and processes, and research in growing and harvesting food crops.

In cost control, Heinz consolidated all sales accounting functions into four accounting centers in Pittsburgh, New York, Chicago and Dallas, thus completing the elimination of some 60 branch accounting offices. Heinz installed an electronic computer which is producing all sales statistical reports. An inventory record system has been designed and partially programmed for the computer.

Heinz is conducting extensive research in packaging, in addition to research in nutrition, organoleptics and processing technology. The Heinz pilot plant is engaged in the testing of new or improved techniques for "utilizing nearly all methods of preserving food stuffs known to man."

■ Heinz agricultural specialists, working with personnel from universities, the U.S. Department of Agriculture, and government research stations have been providing growers with new and improved strains of tomato and other plants. In addition, Heinz has been improving fertilizer technology and developing means of more effective crop protection for greater yield. Heinz tomato tonnage per acre has increased 45% in the past five years, and pickle productivity per acre 64%.

Heinz agriculturists have helped in the development of a simultaneously ripening tomato that can be harvested by machine, and the company expects in the coming year to see a small portion of its tomatoes so harvested. Heinz says its operations in the U.S. benefited from the experience gained from agricultural developments elsewhere in the world: Canada, Italy, Portugal, Australia and Venezuela. These agricultural accomplishments are significant now, the company says, because most of the Heinz factory operations—preparation, filling, closing, packaging and inventory handling—have been successfully automated in high degree.

Heinz struck out on the merger trail with the first acquisition in its 93-year history last year when it acquired Reymer & Bros., Pittsburgh manufacturer of fruit-based drinks under the name Blennd. Heinz is expanding the marketing of Blennd, which formerly was available in a few eastern states. In May, this year, Heinz completed negotiations for the purchase of Hachmeister Inc., Pittsburgh, manufacturer of ingredients for wholesale bakers. Hachmeister will be an independent subsidiary operated as a division of Heinz. These acquisitions are the first results of a new Heinz policy of diversification by acquisition as a means of profit improvement and growth.

■ Heinz makes full use of tie-in campaigns, and during the past year tied in with Mazola oil, General Foods and Best Foods. Heinz annually heralds National Baby Week, and this year held a "second honeymoon" consumer contest, backed by magazines, supplements and spot tv.

Heinz in 1960-61 used both trade and consumer campaigns to promote its hotel and restaurant products. The consumer campaigns for restaurant products continued an "eating out" series in magazines.

Copy approach on advertising for many products supported contests, premiums, special offers and new products.

Two new positions were created during the year and were filled by long-service sales executives. Frank G. Barnum was named vp, grocery sales, western area, and Robert P. Taylor was named vp, grocery sales, eastern area. Louis A. Collier was promoted from manager of the Pittsburgh chain store sales region to general manager of marketing and a member of the U.S. management board. Earlier this year William H. Parshall was promoted from advertising manager to the new post of manager, marketing services. James A. Gordon, assistant ad manager, was promoted to advertising manager.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 2,447,658	$ 2,843,715
Magazines	1,740,942	1,425,265
Farm Publications	62,519	1,109
Business Publications	110,000	105,400
Spot Television	68,960	28,040
Network Television	2,940,051	2,847,490
Total Measured	7,370,130	7,251,019
Total Unmeasured	3,429,870	3,023,981
Estimated Total Expenditure	10,800,000	10,275,000

MARKETING PERSONNEL

Executive Division

B. Dent Graham, exec vp, Heinz-U.S.; chairman, U.S. management board
Ralph B. Johnson, assistant to exec vp, Heinz-U.S.A.; public relations
Oscar C. Roesemeier, department head, trade and public relations

Marketing

L. A. Collier, general manager, marketing
W. H. Parshall, manager, marketing services
T. F. Fogerty, administrative assistant
J. W. Shaffer, product manager, tomato products
J. R. George, product manager, soups
R. Loftus, product manager, beans & spaghetti
R. B. Patton, product manager, vinegar & pickle products
A. Collins, product manager, miscellaneous products
B. H. Anderson, product manager, baby food
J. A. Gordon, manager, advertising
D. G. Fluharty, manager, sales research & control
J. J. Kieley, manager, cost & pricing
Lila Jones, manager, home economics

Sales

John D. Scott, vp, sales
R. P. Taylor, vp, eastern sales area
F. G. Barnum, vp, western area sales
James E. Hamilton, manager, chain store sales
W. H. Lohr, manager, distributor sales
M. G. Chapman—general manager, hotel and restaurant sales
W. N. Foree, manager western hotel and restaurant sales
J. J. Ronayne, manager eastern hotel and restaurant sales
H. F. Moffat, manager, hotel and restaurant customer relations

ADVERTISING AGENCIES

Maxon Inc., Detroit—consumer and hotel and restaurant advertising—Hunter Hendee, account executive.

Joshua Epstein Co., New York—Kosher market advertising—Joshua Epstein, account executive.

Ketchum, MacLeod & Grove, Pittsburgh and New York—public relations only—Robert M. Brown, account executive.

Ketchum, MacLeod & Grove, Pittsburgh and New York—Reymer division advertising—Alan Randall, account executive.

Vic Maitland & Associates, Pittsburgh—Hachmeister division advertising—J. A. Gottfried, account executive.

Hunt Foods & Industries Inc.

	1960	1959
Sales	$325,000,000*	$310,904,000
Earnings	3,564,000†	10.174,000
Advertising	13,500,000*	9,500,000*

*Estimated by AA.

†For seven months ended June 30, 1960. Because of fiscal year change, 12-month figures not available.

Hunt Foods & Industries, Fullerton, Cal., returned to ADVERTISING AGE's listing of the 100 leading national advertisers by reason of a merger in June, 1960, with Wesson Oil & Snowdrift Co. Hunt last appeared on the list in 1956.

In 1960, the two companies not only merged, but both increased their advertising substantially.

Hunt, whose principal consumer products include a line of canned tomato products, fruits and food specialties, rang up sales of $150,000,000 in 1959 and invested an estimated $3,300,000 in advertising. Wesson, whose principal national consumer products include Wesson vegetable oil and Snowdrift solid vegetable shortening, chalked up $160,000,000 in sales in '59 and invested an estimated $6,200,000 in advertising.

Wesson Oil is No. 1 in its field, with about a 40% share of market, ahead of Corn Products' Mazola, with about 30%.

For 1960, consolidated advertising expenditures of the combined companies were estimated by ADVERTISING AGE at $12,500,000. This includes an estimated $9,000,000 for Wesson Oil & Snowdrift products, and a $5,000,000 expenditure by Hunt in support of its line during the year.

For 1960, the company reported sales and profit figures covering only the seven months ended June 30, 1960. Consolidated sales for the period totaled $185,863,000, and AA estimated that the total for calendar 1960 was well over $325,000,000 against Hunt sales of $310,904,000 in 1959. Net profits totaled $3,564,000 for the seven-month period, as against a 1959 (full year) net of $10,174,000. A complete report covering fiscal year 1961—ended June 30, 1961—will be issued in September, Hunt said.

■ Hunt's product line-up goes like this:

Nationally, the company markets under its Hunt brand a line of canned tomato products, including best-selling tomato sauce and tomato paste, both No. 1 sellers in the U.S. Hunt also puts out a line of top-selling tomato catsups, including Hunt's and Snider's brands nationally, and Pride of the Farm brand in New York City only. Among its canned fruit products, Hunt's peaches are the second largest selling brand in the U.S. Hunt Foods' other major nationally distributed product, Wesson vegetable oil, has held No. 1 sales position in the field for several years, while Snowdrift shortening, distributed in the South, West, and more recently, in parts of the Midwest, is a leader in its market. Together, Hunt's sauce, paste and Wesson oil accounted for 30% of Hunt's sales in 1960. Also marketed on a national scale—and accounting for about 5% of total sales—is a line of matches sold under the Ohio Blue Tip label.

Hunt Foods also markets some two dozen grocery items under the Blue Plate label, principally in southeastern states, plus a line of seafood products under either the Blue Plate, Gulf Kist or Dunbar brand names. Its grocery line includes mayonnaise products, margarine, preserves and jellies, peanut butter, extracts, salad dressing and condiments.

In addition, the company markets a line of institutional products, including vegetable oils and shortenings under Wesson, MFB and Quik-Blend brands, and engages in the manufacture of metal and glass containers. The company also owns about 35% of outstanding common stock of McCall Corp., publisher of *McCall's*, *Redbook* and *Saturday Review*.

■ The past year has been a significant one from the point of view of Hunt Foods' marketing, merchandising and advertising activities. Following the merger of the two corporations in the summer of '60, the company operated under a divisional set-up until spring of 1961, when it announced formation of the Hunt-Wesson Sales Co. to take over direction of all marketing, advertising and sales activities for Hunt, Wesson, Snider and Ohio Match products.

Named to head up the consolidated operation was Miles J. Kehoe as vp of marketing. Named as department heads were Hans Erlanger, director of trade relations; A. J. Crosson, general sales manager for grocery products; Horace P. Rowley, manager of institutional and industrial products; W. Fenton Guinee, manager of market planning; L. F. Ohliger Jr., advertising manager; Donald E. Simon, manager of pricing review, and E. J. Burger, manager of product distribution. Earlier, the company consolidated its media buying activities under Robert Glickman, who was named media manager for the company with headquarters in Fullerton. All were formerly with either Hunt or Wesson.

Following consolidation of its sales, advertising and marketing activities, Hunt in June of this year terminated its association with Fitzgerald Advertising Agency, New Orleans, and moved advertising for Wesson, Snowdrift and Blue Plate food products into Young & Rubicam, Los Angeles. The move was attributable to reluctance by Fitzgerald, which had handled Snowdrift accounts for some 30 years, to set up an office in Los Angeles to service the Wesson & Snowdrift Co.'s business. Young & Rubicam had been the agency for Hunt Foods & Industries and thus already had an extensive operation in Southern California.

■ Among the Wesson and Hunt brands, Wesson is the biggest investor in national advertising, and it showed the biggest increases in 1960, more than doubling its spot tv expenditure to $6,515,650 for Wesson oil, Snowdrift shortening and Blue Plate grocery products. Wesson oil, which had not been advertised on spot tv in 1959, showed a spot tv expenditure of $4,242,560 in 1960, while the Snowdrift spot tv total was boosted to $1,852,160 from $1,085,800 in 1959, and Blue Plate products got $420,930, cut back from $1,797,640 in 1959.

To advertise Wesson oil, $2,173,083 was put into magazines and $164,279 into newspapers, about the same as in 1959. In newspapers Snowdrift got $47,317 and Blue Plate products $25,485, up from $20,157 and $11,494 respectively in

1959.

For Hunt Foods brands the big increase was in magazines, which took $3,789,234, up 63% from $2,325,440 in 1959. The magazine campaign is composed mostly of color pages and spreads playing up Hunt products and recipes.

■ Expenditures for Wesson, Snowdrift and Blue Plate products were:

	1960	1959
Newspapers ....$	237,081	$ 163,324
Magazines	2,173,083	2,174,000
Business Publications	100,000	104,000
Spot Television	6,515,650†	*2,883,440
Total Measured	9,025,814	5,324,864
Total Unmeasured ..	———	875,136
Estimated Total Expenditure	9,000,000	6,200,000

*Time costs only; Wesson reported a total of $3,296,000, including talent and production costs, which here are included in unmeasured total. †This gross total reported by Television Bureau of Advertising may be somewhat inflated, because it does not allow for frequency discounts.

■ Expenditures for Hunt Foods brands were as follows:

	1960	1959
Newspapers ....$	376,049	$ 385,129
Magazines	3,789,234	2,325,440
Spot Television	14,980	52,850
Total Measured	4,180,263	2,763,419
Total Unmeasured	319,737	536,581
Estimated Total Expenditure	4,500,000	3,300,000

■ Thus, combined, the Hunt and Wesson media mix is split almost 50-50 between magazines and spot tv. The breakdown for the entire, merged company is:

ADVERTISING EXPENDITURES

	1960	1959
Newspapers ....$	613,130	$ 548,453
Magazines	5,962,317	4,499,440
Business Publications	100,000	104,100
Spot Television	6,530,630	2,936,290
Total Measured	13,206,077	8,088,383
Total Unmeasured	293,923	1,411,617
Estimated Total Expenditures	13,500,000	9,500,000

MARKETING PERSONNEL

Miles Kehoe, vp of marketing
Edgar Burger, vp and manager, product distribution
Fenton Guinee, vp and manager, market planning
Donald Simon, vp and manager, pricing review

Sales

Hans Erlanger, vp and director of trade relations
Albert Crosson, vp and general sales manager, grocery products
Horace Rowley, vp and manager, institutional and industrial products
Warren Firey, assistant general sales manager
James Groom, assistant general sales manager
Alfred Michaud, assistant general sales manager
William Lindstrom, merchandising manager
Donald Miller, merchandising manager
Richard Kernan, institutional sales coordinator
Emmett Wells, manager industrial sales

Advertising

Fritz Ohliger, vp and advertising manager
James Evans, sales promotion manager
Bradley Funk, advertisement production manager
Robert Glickman, media manager
Stanley Mason, packaging and consumer service manager

ADVERTISING AGENCY

Young & Rubicam, Los Angeles—James Armstrong, account supervisor; James McMahon, Warren Posey, Edward Shaw, John O'Connell, account executives.

Johnson & Johnson

	1960	1959
Sales	$309,763,985	$304,606,240
Earnings	15,604,882	15,442,582
Advertising	17,000,000*	15,000,000*

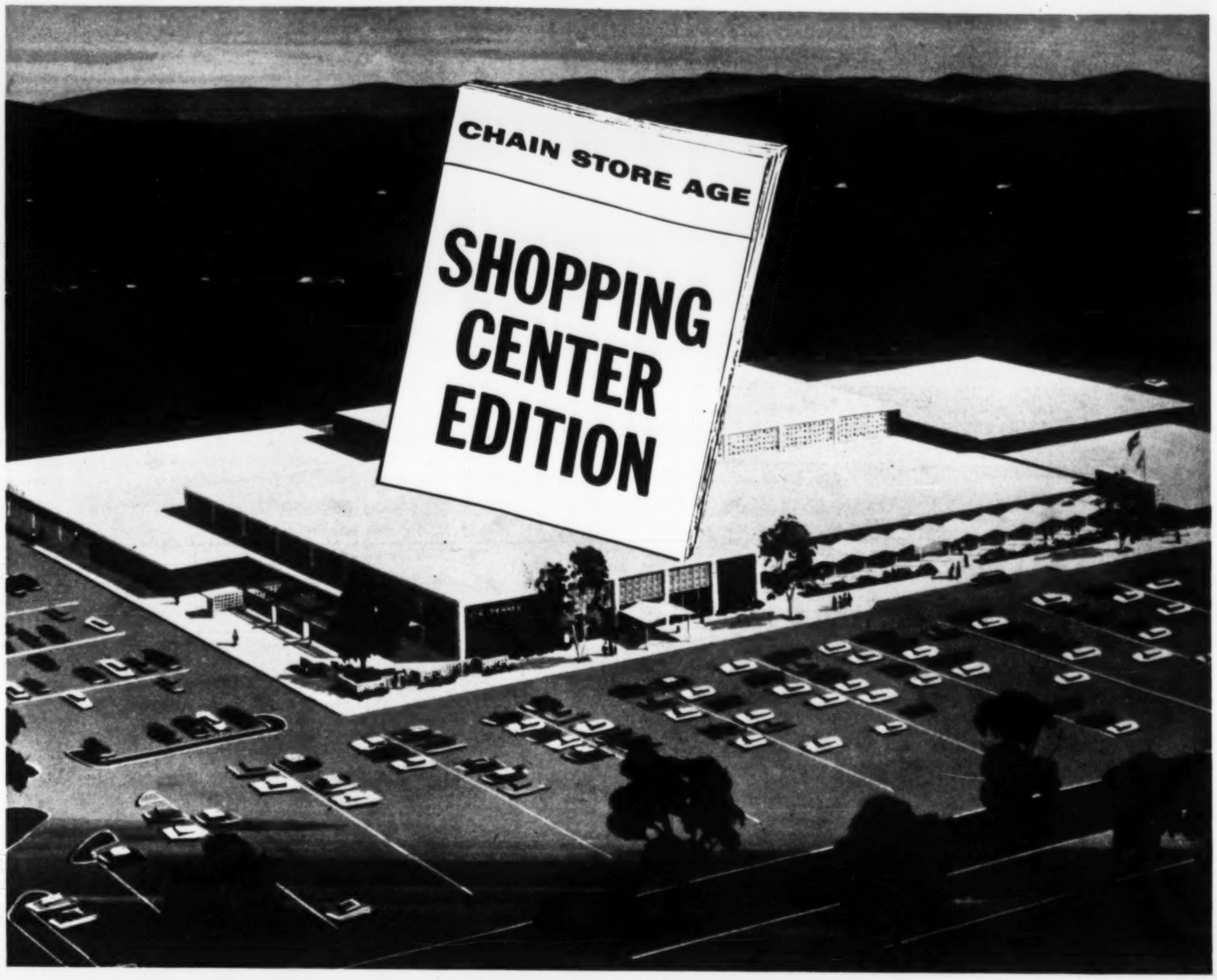
Note: All above totals domestic only.

*Estimated by AA

Johnson & Johnson, New Brunswick, N.J., the 56th largest national advertiser, is estimated to have increased its advertising 13% to about $17,000,000 last year as sales and earnings continued breaking records.

This year, advertising is expected to take a much greater jump, sparked largely by a $5,000,000 introductory campaign for Micrin oral antiseptic.

The rates of sales and earnings increase slowed considerably after a rather spectacular 1960, and in



a new magazine to serve the exciting shopping center market

First issue — January 1962

Shopping centers have come of age. Their impact on retailing is indisputable. Their rate of expansion is phenomenal. The need for a brand new magazine edited exclusively for the men who plan, build and operate shopping centers is clear.

Here's why:

1. From less than 100 centers in 1950, the shopping center field has grown to a giant segment of total retailing—5,500 centers by the end of 1961, accounting for 23% of every dollar spent in retail stores.
2. With 1,000 centers built in 1961 alone . . . with the Census Dept. expecting an increase of 30 to 40 million people in our suburbs by 1970, prospects for growth are bright.
3. Expenditures for construction, modernization and equipment will peak to $2.1 billion in 1961—and new records are expected next year.

For these reasons, **Chain Store Age** begins publication—effective January 1962—of a **Shopping Center Edition,** the only magazine edited exclusively for shopping center owners, operators, developers, managers, architects, realtors and chain store tenants.

Chain Store Age is especially equipped with the experience and organization to publish a **Shopping Center Edition.**

- Since 1950, **Chain Store Age** has been a prime source of basic information on the size and growth of the shopping center field.
- Editor S. O. Kaylin is one of the nation's leading shopping center authorities.
- **Chain Store Age** was selected to organize and coordinate the first Construction-Equipment Exhibition of the International Council of Shopping Centers in 1961—and will repeat the job in April 1962.

In short, no publisher is better qualified than **Chain Store Age** to publish a shopping center magazine.

Want more facts on how to sell this $2.1 billion capital goods market? Write or call:

CHAIN STORE AGE/SHOPPING CENTER COMBINATION
DEPT. A8 • 2 PARK AVENUE • NEW YORK 16, N. Y.
MUrray Hill 9-4800

the first half of 1961, the net dipped 2.8% despite a 3.8% sales rise from the 1960 first half.

Adding worldwide operations, J&J's total income last year was boosted 4.3% to $386,623,969, while the net was up 1% to $18,727,665. In the first six months of 1961, domestic sales rose $6,000,000 to $160,112,000, earnings dropped by $200,000 to $7,737,000. Consolidated foreign sales were 11% ahead, and the net was down some $300,000 to $1,935,000.

Overseas dividends remitted to the parent company in 1960 were up $300,000 to a record $1,462,522, and in the first half of 1961 they were $833,000, up $90,000 from the 1960 first half.

■ J&J's total measured media advertising in 1960 was about $350,000 ahead of 1959. There were significant changes in how the measured expenditure was apportioned. Magazines dropped almost $2,000,000, spot television rose $500,000 and network tv climbed $1,000,000. No expenditure was reported in business publications, which is probably inaccurate because J&J is believed to spend over $1,000,000 in medical journals and other business publications.

Modess sanitary napkins continued to be J&J's most heavily advertised single product, with an expenditure of about $2,000,000.

■ A 75-year-old complex, J&J employs nearly 24,000 people (14,616 in the U.S.) in 21 countries. In the U.S. 11 companies sell 1,200 products. J&J is the world's foremost manufacturer and distributor of surgical dressings and a huge variety of related products. It also sells an extensive line of industrial adhesives, first aid products, drugs, proprietaries, pharmaceuticals, dental goods, baby-care products, brushes, hygienic products, sanitary napkins, paper and woven fabrics, upholstery and automotive fabrics, petticoat fabrics, interlinings, screenings, cheesecloth, insulating materials, and hundreds more.

Among its domestic companies, besides Johnson & Johnson, are Personal Products Corp. (the largest advertisers, maker of Modess); Tek Hughes division (toothbrushes, hair brushes); Permacel (industrial tapes); McNeil Laboratories Inc. (ethicals); Ethicon Inc. (sutures); Ortho Pharmaceutical Corp. (pharmaceuticals, biologicals and diagnostic products); Chicopee Mfg. Corp.; Chicopee Mills Inc. and Cellulose Products Corp.

In April, 1960, the company sold its LePage division to Papercraft Corp. During the year, Anniston Mfg. Co., a small Alabama textile company, was added to the Chicopee Mfg. Corp. operations.

■ J&J operates its sprawling enterprises on an "extended autonomy" system which permits its "associated companies" to operate independently with their own profit and loss statements. The Chicopee affiliate is a bulk manufacturer for J&J companies as well as outsiders. The latest J&J annual report shows a rise of more than $1,000,000 income to $4,454,964 from sales to foreign subsidiaries.

J&J was at a feverish new products pitch several years ago, subsequently slowed down, but this year is running what it calls the largest introductory program in company history ($5,000,000) to launch Micrin oral antiseptic, in a major bid for a market long dominated by the venerable Listerine. Young & Rubicam said more money would be spent to promote Micrin "than on Band-Aid adhesive bandages and Johnson's baby powder combined." Micrin was put into test in 1959.

■ Last year, several baby products, including powder, oil, soap, lotion, etc., received a packaging face-lifting to make them less reminiscent of a clinical-hospital look. And the marketing strategy for Arrestin cough medicine was shifted from a children's to an all-ages product promotion.

In 1960, J&J produced for druggists the fifth in a continuing ser-

'The Eichmann Trial' on W-TEN – Albany-Troy-Schenectady

and on all stations also presenting the courtroom telecasts, brought to America through the enterprise of Capital Cities Broadcasting Corp.

. Mort Blender sets camera for street-interview. 2. Eichmann under guard. 3. Marc Edwards catches ction at Israel's Independence Day Celebration. 4. Jack Williams readies camera and microphone for ocal-color telecast. 5. Executive producer Milton Fruchtman (dark coat) supervises control room.

'Of Incalculable Value'

Week after week since April 11, America has watched . . . and wondered . . . and winced!

Winced at the villainy laid bare once again, during the trial of Adolf Eichmann.

Little of importance can be added to the words already poured forth regarding that villainy. But for the record of Television itself, it *is* important to note that the comprehensive courtroom coverage was brought to America through the enterprise of W-TEN's parent organization, Capital Cities Broadcasting Corporation.

By calling on the combined staffs of its stations, Capital Cities sent a team of pro's to Jerusalem. News-director Marc Edwards of W-TEN had the effective cooperation of Mort Blender from WPRO-TV and Jack Williams of WTVD. Chosen as executive producer was Milton Fruchtman, veteran director of special-events network telecasts.

Logistics presented many problems. Including cameras, microphones, mobile-remote trucks, power-units, cable, tape and control-room facilities, more than $200,000 was required in equipment alone. And more than six million miles were covered by planes of El Al Airlines in flying session-tapes to the U.S.

So, day-by-day as the drama unfolded, millions of Americans sat-in on an event of great historical significance. As one close observer of television summed it up: "Capital Cities deserves full credit for a major achievement—a service of incalculable value to Israel, to America, and to Humanity itself."

* * * *

To Blair-TV, alert human-interest programming by great stations like those of Capital Cities, is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

"As part of the Capital Cities organization, W-TEN is happy to share in the tributes paid to telecasts of the Eichmann Trial. It is heartening to see the interest taken in these programs by the entire community. From experience in our own area, I feel sure that the Eichmann telecasts are adding to the community stature of every station presenting them."

DANIEL B. BURKE
General Manager
Station W-TEN

Prime example of program leadership by alert management, enabling creative talent continually to build new vision into Television on stations represented by **BLAIR-TV**

Televisions's first exclusive national representative, serving:

W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

ies of free store-wide improvement services; this one, a detailed manual and sound film on how a stockroom can be modernized. This year, besides the Micrin drive, J&J introduced a new first-aid dressing, Perfron, which it said will not stick to a wound and which it hoped would "very largely replace ordinary surgical gauze." Company officials said hopefully that with Perfron they count on doubling or tripling the $7,000,000 consumer wound-dressing business "within a reasonable time." Perfron pads, wrapped in sterile packages, were fastened to inserts in the April 24 *Drug Topics*.

In addition, J&J is currently advertising a variety of its first-aid line in a seven-ad series running for 33 consecutive weeks in *Life*. The nine-month campaign will run to Nov. 3 and is said to be the most intensive ever to appear in the magazine. In February, Ortho Pharmaceutical Corp. was reported working on a birth control pill. Ortho reported to AA that its development of this form of contraceptive is being continued by extensive clinical trials, which have been under way for some time.

■ Modess, with a budget of $2,000,000, probably continued as the No. 1 advertised product. Kotex sanitary napkins have well over 50% of the market and Modess is generally the runner-up, although it is first in some metropolitan markets. Serena, a premium-priced napkin introduced in 1957, was withdrawn early this year as the company decided the market was insufficient. Probably millions were spent to advertise Serena during its life, well over $500,000 in 1958 alone. Introduced nationally in 1961 was Vee-Form, an anatomically-shaped sanitary napkin. The company reports it is "extremely pleased" with sales to date. Personal Products also markets tampons and other types of sanitary napkins. J&J is credited with starting the baby skin care market and is the over-all leader, with many individual items having remained No. 1 in their markets for many years. The widely used Band-Aid adhesive bandage had a budget well over $500,000 last year, and the relatively new first aid cream also had a sizable, increased budget.

On the many products turned out by the Chicopee affiliate, baby products are the main items advertised on a significant scale. This includes Chix and Chux disposable diapers, crib sheets and other products.

Through its McNeil, Ortho, Ethicon and other ethical affiliates J&J racks up a considerable amount of unmeasured advertising in medical journals, direct mail, motion picture films, sales literature, medical exhibits and the like. AA this year has decided to revise its estimate of total ethical promotion upward to about $7,000,000. It was estimated at $2,000,000 last year. A possible breakdown, in all forms of promotion, might be: McNeil Laboratories, about $2,000,000; Ortho Pharmaceutical, close to $2,000,000; Ethicon, about $1,500,000 and the hospital division, over $500,000.

■ Last year's agency changes saw Chicopee Mills, which spends about $500,000, shift to Doyle Dane Bernbach from Lennen & Newell. Johnstone Inc. lost its portion of the Chicopee account (non-woven fabrics division) and the billings at Robert E. Martin & Co. went to Lowe & Stevens. Last January, J&J shifted its dental division from L. W. Frohlich & Co. to David Cummins & Associates, and Cummins lost Personal Products professional advertising to Y&R, which now has the entire account.

Aves Advertising, Grand Rapids, Mich., lost J&J's filter products account this month to Biddle & Co., Bloomington, Ill.

Top corporate changes include the resignation of George F. Smith after 17 years as president. His successor was R. W. Johnson Jr., former exec vp and general manager. G. C. Reigger resigned and was succeeded as president of the Permacel division by G. A. Fitzgerald, previously division vp.

YOUR FINEST PROTECTION

SUPER—*This adjustable, ten-foot high, three-dimensional display is an example of current Johnson & Johnson store displays.*

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,730,520	$ 1,111,384
Magazines	1,815,208	3,726,425
Farm Publications	67,765	74,927
Spot Television	607,230	168,800
Business Publications	———	47,700
Network Television	4,297,630	3,001,115
Total Measured	8,518,353	8,165,616
Total Unmeasured	8,481,647	6,834,384
Estimated Total Expenditure	17,000,000	15,000,000

MARKETING PERSONNEL

Robert W. Johnson Jr., president
H. M. Poole Jr., vp in charge of general line sales

General Line Merchandising and Advertising

J. E. Burke, vp of merchandising and advertising
W. E. Sawyer, director of merchandising services
J. G. Hansen, assistant director, merchandising services
R. Hardesty, director of consumer research
T. F. Gorman, assistant director of consumer research
I. A. Quackenboss, product group director, baby and proprietary products
W. L. Olesen, product director, Micrin oral antiseptic
J. N. Johnson, assistant product director
D. R. Newstadt, assistant product director
R. G. Schoel, product director, children's medications, medicated powder
R. Ballard, assistant product director
R. B. Thompson, product director, cotton buds, baby shampoo
B. M. Slattery, product director, baby lotion, baby soap, baby powder, baby oil, baby cream, baby gift boxes
J. E. McKay, assistant product director
J. R. Gregg, product director, adhesive bandages
R. E. Scott, assistant product director
M. D. Schackner, product director, first aid kits, Resusitube airway, medicated plasters
A. R. Meares, product director, first aid cream, dental floss
R. H. Johnson, product director, gauze bandages, sterile gauze pads, cotton, cotton balls, adhesive tape.
J. T. Dettre, assistant product director
C. N. Walker, director of special promotions
G. A. Babcock, assistant director, general promotions

ADVERTISING AGENCIES

Young & Rubicam, New York—Arthur Menadier, account supervisor; Edward Kelly, account executive—first aid cream, cotton, cotton balls, improved bandage, regular bandage, gauze 1-5-25 yd., Pic a Puff, Steri-Pads gauze pad, adhesive tape (daytime tv); George Fitch, account executive—baby powder, baby oil, gift boxes, baby cream, baby soap, cotton buds; Clifford Smith, account executive, entire adhesive bandage line (nighttime tv); Richard Keegan, account executive—shampoo, medicated powder, Micrin oral antiseptic; Gene McMasters, account executive, new products.

N. W. Ayer & Son, New York—Newton C. Cunningham, account supervisor; Gene E. Hollen, account executive—plastic tape, clear tape, dental floss; Thomas Poole, account executive—medicated plasters, baby liquid cream, baby lotion.

L. W. Frohlich & Co., New York—Charles Lewis, account supervisor; B. J. Hennigan, account executive—Resusitube; Nat Zamoff, account executive—Liquiprin, nose drops and spray; J. Farren, account supervisor; Frank Morman, account executive—dental goods.

PERSONAL PRODUCTS CORP.
Milltown, N. J.

MARKETING PERSONNEL

G. H. Murphy, president
Frank D. Callahan, senior vp in charge of marketing strategy
Thomas E. Batey, vp, sales
J. Jay Hodupp, vp, advertising and merchandising
W. B. McDonald Jr., merchandising manager, tampon division
Lee J. Lent, product director, Modess sanitary napkins
R. P. Davis, assistant product director, Modess sanitary napkins, Modess belts
Patricia Gail Morrison, product director, Meds, Modess tampons
Barbara Marshall, director of education
Irene M. Curran, associate director
George Wilder, product director, Coets squares
E. Corley, director of market development, Modess
E. D. Glass, new products director

ADVERTISING AGENCY

Young & Rubicam, New York—Tom Beaumont, account supervisor; Edward Concannon, account executive—Modess napkins, Modess belts, Teen age napkins, Vee-Form napkins; Max Bonham, account executive—Modess tampons, Coets squares; Kae MacDonald, account executive—educational program.

CHICOPEE MILLS INC.
(Sales agent of Chicopee Mfg. Co., New York)

MARKETING PERSONNEL

J. J. Smith, president
Winston L. May Jr., vp and manager, baby products division
Bernard J. Rahilly, vp and general manager, Lumite division
Bart H. Bossidy, vp and general manager, Refined Products Co.
J. Ferrell Nicholl, vp, planning
S. Edward Bagley, general manager, non-woven fabrics division

Sales

John Falkenholm, vp and general manager, general line division
Kenneth J. Osgood, vp and sales manager, baby products division
J. Frank Pratte, sales manager, general line division
Harold W. Brown, sales manager, automotive fabrics (Detroit)
George B. Birt, sales manager, Lumite division, fabrics

Advertising

William G. Mulhole, product director, professional and non-woven products
Robert R. Poggi, product director, woven baby products
Esther Bradish, assistant product director, woven and non-woven baby products
Grover C. Culshaw, product director, consumer products (non-woven fabrics division)
Kenneth J. Kimball, product director, packaged towels and industrial fabrics (non-woven fabrics division)
Harold S. Merrell, product director, Keybak interfacings (non-woven fabrics division)

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Edward T. Russell, account supervisor, Carl Seiffer, account executive—Chix gauze diapers, disposable diaper pads, diaper liners, baby panties, baby pillow cases, fitted crib sheets, Chux disposable diapers, Swan-Soft gauze diapers, Swan-Soft fitted crib sheets, Baby Best gauze diapers, Baby Best fitted crib sheets.

David Cummins & Associates, New Brunswick, N. J.—Frank Nutry, account executive—Chux disposable underpads, Chix adult gauze diapers, Chix cleaners.

Arndt, Preston, Chapin, Lamb & Keen, Philadelphia—Robert Chapin, Karl Klingelhoeffer, account executives—Dottie duster, Dottie silver polish cloth, Miracloth, Mira-Sham (non-woven fabrics division).

E. T. Howard Co., New York—Robert Tenny, account executive, Masslinn napkins and towels (non-woven fabrics division).

Bert Paul Kun Associates, Highland Park, N. J.—Bert Paul Kun, account executive—Jet towel, Shop towel, Golf towel, Masslinn cleaning cloth and tool, (non-woven fabrics division).

Lowe & Stevens, Atlanta—Robert C. Lowe, account executive—automobile seat cover fabrics, upholstery and drapery fabrics, Lum-Puf fashion fabrics, Saran & fiberglas screening, woven industrial fabrics agricultural shade cloth (Lumite division).

TEK HUGHES DIVISION
New Brunswick, N. J.

MARKETING PERSONNEL

Vincent J. Robinson, president
Robert McCaffrey, vp of sales
Walter R. Ralston, product director
Arthur Fritog, product director

ADVERTISING AGENCY

Young & Rubicam, New York—Max Bonham, account executive—Tek toothbrushes, Hughes hair brushes, Tek nylon combs.

PERMACEL
New Brunswick, N. J.

MARKETING PERSONNEL

G. A. Fitzgerald, president
R. S. Bradford, vp in charge of marketing
Norman P. Hickok, director of industrial products
B. W. Keyes, director of electrical products

Advertising

Franklin W. Bartle, advertising manager

ADVERTISING AGENCIES

Aitkin-Kynett Co., Philadelphia—M. E. Goldsmith, account supervisor; William T. Longstreth, account executive—industrial advertising for Permacel tapes, adhesives and electric insulating materials.

Young & Rubicam, New York—Thomas P. Beaumont, account supervisor; Ed Kelly, account executive—Permacel products, Bondex hot iron tape.

HOSPITAL DIVISION
New Brunswick, N. J.

MARKETING PERSONNEL

J. D. Lierman, vp
W. B. Borsdorff, sales manager
T. A. Crowley, assistant sales manager
W. R. Blaikie, product group director
R. G. Litchfield, product group director
R. H. Frese, manager, contract division
H. F. Fleischer, product director
W. M. Boucher, product director
J. H. Murray, product director
G. C. Ring, product director
P. T. Rayner, product director
W. H. Barrett, product director
K. A. Marden, product director
B. T. Cowper, director, dental division
A. C. Hoffman, product director, dental products
L. J. Murphy, director of sales service

ADVERTISING AGENCY

Cummins & Associates, New Brunswick—George McFail, Carl Tuosto, Frank Nutry, account executives—hospital division; Ralph Martinson, account executive—elastic goods.

FILTER PRODUCTS DIVISION
New Brunswick, N. J.

MARKETING PERSONNEL

W. Dorsett, general manager

ADVERTISING AGENCY

Biddle & Co., Bloomington, Ill.

ORTHO PHARMACEUTICAL CORP.
Raritan, N. J.

MARKETING PERSONNEL

Foster B. Whitlock, president
W. Vincent Abrahamson, vp and director of marketing

Sales

J. P. Shepard, sales manager
F. W. Schiller, director of product promotion, therapeutics and diagnostics
W. P. Thompson, director of product promotion, contraceptives
E. G. Holland, director of product development
A. E. Foden, director of market research

Advertising

John A. Baruch, director of advertising

McNEIL LABORATORIES
Philadelphia

MARKETING PERSONNEL

R. L. McNeil Jr., president
H. McNey, executive vp

Sales

David S. Lamont, vp, sales
Frederick Else, director of sales education
E. C. Dooner, manager, hospital sales

Advertising and Promotion

John Hogan, vp, advertising and promotion
Douglas G. Lovell Jr., director of market planning
Edwin R. Steel, advertising manager

Distribution

Thomas J. Lynch, manager of distribution

ADVERTISING AGENCIES

L. W. Frohlich & Co., New York—Frank Mauser, account executive.

H. C. Phibbs Advertising Co., Chicago—Mrs. N. Riedy, account executive.

ETHICON INC.
Somerville, N. J.

MARKETING PERSONNEL

Sales

T. W. Eckels, vp, sales

Advertising

Edward Henrys, vp, advertising

ADVERTISING AGENCY

L. W. Frohlich & Co., New York—Charles Lewis, account supervisor—ethical and medical advertising for sutures.

CELLULOSE PRODUCTS CORP.
Milltown, N. J.

MARKETING PERSONNEL

L. W. Bateman, vp sales
Michael W. Slagada, director of merchandising and in charge of advertising

ADVERTISING AGENCY

Street & Finney, New York—W. W. Whittamore, account executive—Yes tissues, Jonny Mop.

S. C. Johnson & Son Inc.

	1960†	1959
Sales	$110,000,000*	$95,000,000*
Advertising	17,500,000*	15,800,000*

†Fiscal year ended July, 1961
***Estimated by AA**

S. C. Johnson & Son, Racine, Wis., world's largest manufacturer of waxes and polishes, and the country's 55th largest national advertiser, is estimated by ADVERTISING AGE to have increased its advertising expenditures 10% to $17,500,000 in 1960.

Johnson, a pioneer broadcast advertiser both in radio and tv, continues to put the bulk of its ad dollars into television, which the company feels is an "intimate, effective medium" for pushing its new and established waxes and polishes. Last year Johnson spent $8,103,747 in network tv time, a $1,000,000 increase over 1959, and $2,813,160 in spot tv time, nearly triple the previous year. With several Johnson-sponsored network shows being shelved, its spot tv budget has been increased and may take larger allocations, particularly to push new products.

■ Johnson is a privately owned company and no official figures on sales and earnings are available. However, domestic sales are estimated to have neared $110,000,000 in the fiscal year ended last July, a peak sales year. Previous estimates of the company's domestic sales during the past few years have shown about $15,000,000 increases annually.

■ The company this year observes its 75th anniversary—a period which has seen it become the leader in all three major consumer markets of floor, furniture and auto waxes, a dominant factor in industrial and institutional markets as well as a leader in its diversified lines.

Evidence of Johnson's marketing leadership was given by Arthur Fisher, vp of the international division, at a talk before Johnson's international marketing conference last May in London. Mr. Fisher said that during the past ten years the company had introduced in the U.S., 22 new products in the household and auto fields. Of these, 20 are still being marketed—a 90% rate of success. He predicted that the company's international business would double in the next few years, primarily through development of new products.

In the past ten years, he said, Johnson's U.S. sales "increased four times. Today the same 20 products represent 90% of our total dollar volume." He also reported that seven of the new products introduced during the past four years, represent 50% of total sales.

■ In the self-polishing floor wax field, Johnson maintains leadership with Klear and Glo-Coat. In total, Johnson products account for about 40% of all consumer sales in the self-polishing floor wax field. Aerowax and Simoniz, the nearest competitors, each account for about 18% of the market. Johnson brands hold a slightly higher share on a dollar basis than they do on a unit basis.

Besides Glo-Coat, one of the oldest Johnson products, and Klear introduced in 1956, Johnson also makes Stride and recently developed Stride Wash & Wear floor wax, buffable synthetic polymer formula which will withstand up to five suds washings. The new Stride is the first self-polishing floor finish in history to be packaged in a plastic container, Johnson says. The new package was developed by the company.

Johnson reported that furniture

care products showed a modest increase in share of market. Pledge, pressure-packaged furniture wax, introduced several years ago, reportedly has done well and has helped the company augment its share of the furniture care market.

The company's automotive care products were led to substantially higher market shares by Holiday, car washing cream that is said to wash, clean and polish. Johnson reported that, although Holiday achieved national distribution only last year, it is now one of the top-selling products. Instant J-Wax, the company claims, is No. 1 in the push-button car wax field.

■ Biggest news on Johnson's marketing front was its entry into the highly competitive shoe polish market. The new Johnson line includes four shoe polishes—"a kit in a can," and three polishes in plastic bottles with applicator tops, a radically different design concept. The kit, primarily for men's shoes, contains a paste wax, and a sponge-plastic dauber and shine cloth that tucks into the handle of the dauber. Liquids include self-shining polish for adult shoes and a scuffed-shoe polish for children's shoes.

In less than a year of national distribution of its shoe polishes, Johnson research reports indicate that the repurchase rate of the new polishes is high—85% of those who bought the product have either repurchased already or plan to do so soon.

Trade sources estimate over-all sales volume of this market at more than $80,000,000. Almost half of U.S. families reportedly purchase shoe polish in a three-month period. Three brands—Knomark, Griffin and Johnson—account for about 75% of consumer purchases. Knomark is No. 1 with better than one-half of the aggregate three-brand volume. Griffin and Johnson rank behind in that order. The Johnson line had an almost spectacular initial growth but recently encountered some very strong competitive action by other brands in this market.

■ Johnson shoe polishes, in the development stage for three years, were first testmarketed in Ohio last February, backed with heavy tv and newspaper advertising, emphasizing the theme, "A new way to shine shoes." Because of the successful test market, Johnson quickly expanded its distribution and this year achieved national distribution. The company says the campaign was the most "extensive nationwide promotion ever directed at a single shoe polish item."

Johnson also touched off a legal hassle when it filed a patent infringement suit in eastern district court against Knomark Inc., Revlon Inc. subsidiary and marketer of Esquire shoe polishes. Johnson charged that Esquire's new Touch of Magic dispensing bottle for liquid shoe polishes was an infringement on the Johnson liquid shoe polish bottle. Knomark filed a countersuit last December against Johnson, alleging improper interference with normal business through statements Johnson made, and seeking damages and an injunction. The case is pending.

■ In diversified lines, another Johnson product, Raid insecticide, is reportedly No. 1 in sales in its field. Off! insect repellent also dominates its field. Glade air freshener claims somewhat more than 15% share of its market.

Last year Johnson developed a new program to promote its own floor care products with electric polishing and scrubbing machines. Johnson reported that it had expanded its program of selling its electric floor polishers to retailers who offer them to consumers on a rental basis. Display racks with four rental polishers and Johnson products are being offered to chain and independent supermarkets. Johnson reported recently that it has had considerable success with its rental program, asserting that polisher rentals are a good customer service and traffic builder, bringing in substantial profits.

New way to shine shoes!

SHINE ON—*Print ad for Johnson's new shoe polish line, headed, "New Way to Shine Shoes," was part of "the most extensive nationwide promotion ever to back a single shoe polish item."*

In its service products division Johnson introduced three new products and revitalized its line of 17 industrial coatings with increased promotion and sales emphasis. New on the market is Waxtra, wax-plus polymer formula that is said to combine the advantages of natural wax with those of man-made polymers. Johnson reports that initial sales indicate Waxtra may become a leader in the company's line of building maintenance products, as did Forward, silicate-buffered liquid cleaner, introduced last year.

■ Johnson, long-time marketer of industrial coatings for protection, appearance and lubrication purposes, this year reclassified these lines into four product categories: Perma-Cote, Solve-Cote, Brite-Plate and Wax-Plate. Leader in the line is a new protective aluminum coating, Perma-Cote 51, used principally on structural aluminum components.

To its line of metal working products, Johnson this year added Mill Stream, a grinding coolant that prevents rust and corrosion and can be used interchangeably on all metals except magnesium and ductile iron.

In 1958 Johnson acquired patent rights to Porelon, microporous plastic in which liquids can be incorporated during manufacture and released when required. Most recently developed application for Porelon is Perma-Stamp, a hand stamp that requires no ink pad, marketed regionally last year by a Milwaukee company. Johnson plans to authorize other licensees in major cities this year. Porelon is now being used extensively in code dating devices and in development work involving uses for automatic marking equipment, such as postage meters and computer imprinters. Last year a series of children's games which employed Porelon were marketed by Western Publishing Co. of Racine.

The DPA Enterprise of the service products division expanded marketing development activities for "Diphenolic Acid," chemical intermediate for use in various printing materials, paints, varnishes, oil additives and plastics.

■ On the international front, the company reported strengthened long-standing operations in South Africa and Sweden through establishment of manufacturing and marketing companies in those countries where Johnson wax products have been marketed since 1917. A new overseas company in New Zealand was formed, bringing to 16 the number of such organizations established by the company.

In April, Johnson announced purchase of Grunol Chemie Werke, G.m.b.H., manufacturer of household polishes and cleaners located near Dusseldorf, West Germany. Johnson's Wachs Products, G.m.b.H., established seven years ago in Hamburg as a marketer of waxes and polishes, will combine its office with the Grunol company.

In May, Johnson officially opened new British headquarters at Frimley, Green Surrey, England. The $4,200,000 plant, most modern of its kind in Europe, is the latest development for Johnson which has operated in England for 47 years. As well as serving the British home market, this subsidiary is responsible for direct exports to some 40 countries and for manufacturing operations in Denmark, Finland, Holland, Ireland, Norway, Portugal and Spain.

Johnson also announced that new plant facilities in the Philippines had been constructed during the year.

In the past year J. K. Duncan, who was sales promotion manager, was named assistant product manager for Glo-Coat and Johnson shoe polishes. Named to his former post was M. A. Hawk, formerly assistant sales promotion manager. W. J. Shively, who was assistant product manager of furniture polishes and Glade and Stride, was transferred to London as market planning manager in Region 1 of the international division. J. J. Louis Jr., international marketing director, left the company this month. No replacement has yet been named.

William N. Connolly, 62, who was in charge of Johnson advertising for 23 years before he became public relations vp in 1952, died July 9 following surgery. He joined the company in 1925, to promote floor polishers. In 1929 he was named ad manager and during his tenure he developed the highly successful Johnson-sponsored "Fibber McGee & Molly" radio show.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 354,980	$ 271,447
Magazines	616,589	762,499
Farm Publications ..	2,675	470
Business Publications	———	56,000
Spot Television	2,813,160	1,098,880
Network Television	8,103,747	7,125,705
Total Measured	11,891,151	9,315,001
Total Unmeasured	5,608,849	6,484,999
Estimated Total Expenditure	17,500,000	15,800,000

HOUSEHOLD PRODUCTS DIVISION

MARKETING PERSONNEL

R. W. Carlson, vp
R. W. Griffith, sales manager
Douglas L. Smith, advertising and merchandising director
William W. Herzog, sales planning manager
Robert E. Dobson, manager, rental polisher business
R. H. Deihl, product manager, furniture polishes (Pledge, Pride, Jubilee, Cream Wax), Stride, Glade
L. R. Peterson, product manager, Glo-Coat, Johnson's shoe polishes
J. B. Rasmussen, product manager, automotive products
H. D. Wakefield, product manager, Klear, Raid, Off!, Glo-Coat applier, Kleen Floor
William Belan, assistant product manager, Paste Wax, Beautiflor
J. K. Duncan, assistant product manager, Glo-Coat, Johnson's shoe polishes
G. C. Leigh, market research manager
J. B. Hapeman, media manager
M. A. Hawk, sales promotion manager
B. E. Offner, assistant sales promotion manager
R. E. Davies, advertising production manager
J. R. Pfotenhauer, assistant advertising production manager

SERVICE PRODUCTS DIVISION

MARKETING PERSONNEL

E. J. Grant, general manager
T. L. Fitzgerald, field sales manager
T. B. Martin, advertising and merchandising director
W. P. Sawyer, sales promotion manager
J. W. Anderson, sales promotion specialist
G. L. Boehm, market development manager
R. L. Paap, market development supervisor, agricultural and furniture waxes
G. R. Reinhardt, market development supervisor, metal and special finishes
W. H. Keland, D.P.A. products enterprise manager
R. F. Farley, Porelon products enterprise manager

INTERNATIONAL DIVISION

MARKETING PERSONNEL

A. O. Fisher, vp

ADVERTISING AGENCIES

Benton & Bowles, New York—Beautiflor, Paste Wax, Cream Wax, Jubilee, Pledge, Glade, electric polisher-scrubber—Edward Murtfeldt, management supervisor; Francis Lanigan, account supervisor; John Weaver and John Masson, account executives.

Foote, Cone & Belding, Chicago—all automotive products, Raid, Off!, Klear, Holiday—G. W. Belsey Jr., account supervisor; C. E. Behr and Jack McArdle, account executives.

Needham, Louis & Brorby, Chicago—Glo-Coat, Pride, Stride, Johnson's shoe polishes, service products division, military and export advertising—Daniel Welch, account supervisor; Carl Shem, James Fasules, Joseph Benge and Ruth Muench, account executives.

Kaiser Industries

	1960	1959
Sales	$192,095,653†	$179,529,876
Earnings	6,522,529†	15,740,412
Advertising	6,700,000*	6,000,000

†Consolidated
*Estimated by AA

Kaiser Industries Corp., Oakland, Cal., the 99th largest national advertiser, invested an estimated $6,700,000 in advertising last year, up about 12% from 1959.

Kaiser's corporate organization is labyrinthian. It includes some 60 subsidiaries and separate, independently operated companies. In 1960, Kaiser Industries reported 100% ownership of Willys Motors, Kaiser Fleetwings (metal products) and Hawaii Kai Development Co. In addition, the company listed Henry J. Kaiser Co. as a wholly-owned subsidiary.

Kaiser reported partial ownership last year in Kaiser Steel Corp. (80%), Kaiser Aluminum & Chemical Corp. (44%), Permanente Cement Co. (40%) and Kaiser Community Homes (50%). Of these, the first three, plus Kaiser Industries Corp., are independent, publicly-owned corporations, each with separate sales and advertising departments budgeting independently, but all having a common thread—Kaiser management. Major consumer affiliates are Willys Motors, Toledo, wholly-owned subsidiary of Henry J. Kaiser Co., and Kaiser Aluminum & Chemical Corp., San Francisco. In 1960, Willys continued as the world's leading producer of four-wheel drive commercial vehicles, with foreign and domestic sales of vehicles and parts amounting to $157,142,000 last year. Sales in 1959 totaled $153,854,000.

■ Domestically, where Willys markets through a network of 1,425 dealers, retail sales of Jeep vehicles totaled 31,100 units, a record for the company and a 50% gain over sales chalked up in 1957. Civil government and military sales, Willys reported, are also on the increase, with a backlog of about $15,000,000 in orders on the books at the close of 1960.

Standard production models marketed by Willys includes a Universal model, Dispatcher model, a station wagon, panel delivery truck, pickup truck and a series of forward control trucks.

In addition to sales of standard models, the company reported that a "substantial" part of its business is derived from supplying fleet purchasers and other specialized users with modified vehicles in its four-wheel drive line.

Kaiser Aluminum reported net sales of $406,574,000 in 1960, a 7% drop from 1959. The company attributed the decline to (1) "generally lower" economic activity in the U.S., (2) a drop in customer inventories and (3) "severe" competition within the industry itself. To combat this, Kaiser reported a 15% increase during 1960 in research, product promotion and market development activities.

While Kaiser Aluminum manufactures a wide line of aluminum products, most of its output is directed at industrial consumers.

■ General consumer products include Kaiser "Quilted" aluminum foil and aluminum roofing and siding. Kaiser aluminum foil got a considerable boost on tv last year, but it trails far behind the leader, Reynolds Wrap, which has about 60% of the market. Kaiser and Alcoa have most of what's left.

As in previous years, Kaiser Industries and its affiliates relied heavily on network television and business paper advertising in 1960. The company's ad approach is as intricate as its corporate structure. Although Kaiser plays its advertising cards close to its corporate chest, sources within the company reported that its biggest expenditure last year—nearly $4,500,000 in network tv—was purchased by the parent company, Kaiser Industries, with major affiliates sharing in the cost and receiving, in turn, alternating ad support on tv.

Willys Motors, for example, invested some $3,100,000 in advertising in 1960, with some $2,500,000 of it in network tv. Last year Kaiser's television activities included co-sponsorship of ABC's "Maverick" and "Hong Kong" shows. The company recently announced that the latter series has been dropped and that a new ABC weekly series, "Follow the Sun," will be added in 1961.

In addition to network tv backing, Willys products were given substantial support in newspaper advertising, most of it via cooperative arrangements, and in a print campaign in business and farm publications aimed primarily at fleet purchasers. While measured media sources placed Kaiser's total newspaper budget at about $380,000, Willys reported that newspaper support for its products alone totaled about $500,000 last year.

■ Kaiser's $1,000,000 business publication expenditure last year was second only to $4,500,000 in network tv. In addition to support of Willys, the business paper advertising was for Kaiser's aluminum, steel, cement and building material products.

Sharing most of the tv support with Willys last year was Kaiser Aluminum & Chemical, which heavily advertised its aluminum foil and roofing and siding materials. Aluminum also accounted for most of the company's $380,000 budget in magazines, and also for a sizable share of the company's total newspaper budget last year, including co-op. The company reveals nothing about its co-op expenditures, but one industry source estimated Kaiser newspaper expenditures, including co-op, at close to $3,000,000.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 380,804	$ 453,459

THIS IS WORCESTER....

1st in New England in Retail Grocery Linage*

		Editions		Total of M.E. & S. Editions
	Morning	Evening	Sunday	
Worcester Telegram-Gazette	1,598,345	1,736,319	118,825	3,453,489
Waterbury Republican-American	1,598,320	1,598,320	96,265	3,292,905
Meriden Record-Journal	1,503,025	1,503,025		3,006,050
Boston Herald-Trav.	1,241,880	1,349,336	148,539	2,739,755
Boston Globe	1,195,063	1,316,195	143,226	2,654,484
Providence Journal-Bulletin	665,069	1,589,649	136,612	2,391,330
New Haven Reg.-Journal-Bulletin	554,076	1,772,184	66,093	2,382,353
Hartford Times		1,658,163		1,658,163
Lowell Sun		1,339,357	39,360	1,378,717
Lawrence Eagle-Tribune		1,356,900		1,356,900
Bangor News	1,317,608			1,317,608
Fall River Herald News		1,252,787		1,252,787
Boston Record American-Adv.	579,368	602,311	42,824	1,224,503
New London Day		1,125,420		1,125,420
Manchester Union Leader-News		1,018,598	81,802	1,100,400
Pawtucket Times		1,061,677		1,061,677
Haverhill Gazette		924,204		924,204
Hartford Courant	730,615		73,752	804,367
Haverhill Journal		790,650		790,650
Lynn Item		650,045		650,045

Worcester is one of the strongest INDEPENDENT grocery store markets in the country, with 65% of grocery sales made in independently owned stores.

Yet even more important — most wholesaling is done in Boston or Providence where major chains do their buying and where individual products are credited, so that Worcester does not receive full credit for its true volume of grocery sales.

This greatly distorts the "true" Worcester picture and tends to inflate Boston and Providence.

In spite of this, the fact is documented that the Worcester newspapers carry more Retail Grocery Linage than any other New England newspaper.

Incidentally, the Worcester Telegram-Gazette does not sell "forced combinations". This is proof positive that the Worcester grocery retailer recognizes the importance of reaching unduplicated circulation in the entire Metropolitan Worcester County Market.

*Source: Media Records Inc., 1960

Worcester stands for big business, yours included

CIRCULATION: DAILY 151,465 — SUNDAY 102,352

The Moloney,
Regan & Schmitt
representative
knows Worcester.

WORCESTER TELEGRAM **SUNDAY TELEGRAM**

The Evening Gazette

Owners of Radio Stations
WTAG and WTAG-FM

WORCESTER, MASSACHUSETTS

Magazines	383,249	368,789
Farm Publications	126,082	112,302
Business Publications	1,023,000	440,800
Network Television	4,448,040	3,672,894
Outdoor	45,301	——
Total Measured	6,406,476	5,048,244
Total Unmeasured	293,524	951,756
Estimated Total Expenditure	6,700,000	6,000,000

KAISER ALUMINUM & CHEMICAL CORP.

San Francisco, Cal.

MARKETING PERSONNEL

Howard Holmes, vp of marketing

Advertising

Fred J. Drewes, vp of public affairs and advertising
Al de Grassi, advertising manager

Sales

Jack Watson, vp and general manager of sales

ADVERTISING AGENCY

Young & Rubicam, San Francisco—aluminum and Kaiser steel, cement and Kaiser Industries corporate advertising—George Richardson, Larry McIntosh, account supervisors.

WILLYS MOTORS INC.

Toledo, O.

MARKETING PERSONNEL

C. W. Moss, vp in charge of sales
James Beattie Jr., general sales manager
James H. Drum, director of government sales

Advertising

C. M. Ritchie, director of advertising and merchandising
J. E. Kenney, advertising manager
E. L. Anderson, export director of advertising and merchandising

ADVERTISING AGENCIES

Norman, Craig & Kummel, New York—U. S. and export advertising—John B. Morris and R. W. Layland, account executives.

Burley, Norman, Craig & Kummel, Toronto—Canadian advertising.

Kellogg Co.

	1960	1959
Sales	$256,172,714	$242,410,406
Earnings	21,486,610	19,327,440
Advertising	30,500,000*	29,500,000*

*Estimated by AA

Kellogg Co., Battle Creek, Mich., world's largest maker of ready-to-eat cereals, and the country's 26th largest advertiser, is estimated by ADVERTISING AGE to have increased its investment in advertising about 3% to $30,500,000 in 1960.

The company's measured media spending was down almost $1,000,000, and the increase in over-all expenditures was believed to have come largely from a 1960 spot radio campaign. Network television continued to be the favorite medium for Kellogg, which increased its investment in it to $9,900,196, from $7,454,261 in 1959. Spot tv took the next largest portion, totaling $5,795,390, down slightly from $5,988,600 in 1959.

Kellogg veered from its usually large newspaper expenditure in 1960 with an expenditure of $992,889, down from $3,927,363 in 1959. The company reported that it will continue to invest substantially in supplements and comics, especially for new product introduction.

■ Kellogg has reached new sales peaks annually since 1945. In 1960, net sales of $256,172,714 on a consolidated basis rose 6% over 1959. Kellogg profits also have increased fairly consistently, rising 11% to $21,486,610 on worldwide operations in 1960. Wholly owned foreign subsidiaries are said to account for about 25% of total Kellogg sales.

Kellogg net sales in the first half of 1961 rose 4.6% to $140,561,193, from $134,403,027 in the previous first half. Net earnings rose 4.5% to $11,692,210 from $11,189,169 in the 1960 first half.

Ready-to-eat (cold) cereals continue to take an ever larger share of the breakfast cereal market and Kellogg's growth is increasing in this widening market. (Ready-to-eat cereals account for about 94% of Kellogg business, with the company processing about 700,000,000 pounds of cereal annually.)

Kellogg reportedly has a 41% share of the packaged dry cereal market, leading the field. Closest competitor is General Foods with a 22% share, followed by General Mills with 19%.

According to Lyle C. Roll, Kellogg president, the total annual volume of ready-to-eat cereal business is expected to increase 50% within the next several years. He cited figures showing that in the past decade, volume of cereal business has grown at a rate of 4% compound, and he expects a similar increase this year. He said: "The increasing consumption of ready-to-eat cereals and the constant growth of the population in every market where our products are sold are two factors still influencing us to forge ahead with new products in new markets."

■ Kellogg's mainstay—Corn Flakes (first cereal introduced in 1906) still accounts for about one-third, or the biggest portion, of Kellogg sales and continues to be the No. 1 cereal in the ready-to-eat cereal field with about a 12% market share. Ranking second and third respectively are General Mills' Cheerios and Wheaties.

The pre-sweetened varieties of cereals account for about one-fifth of the total dry cereal market. This is a steadily growing share and probably can be attributed to the fact that most of the new cereals introduced in the past several years have been in the pre-sweetened category. Aware of this expanding market, Kellogg has introduced since 1950 six pre-sweetened cereals, including its Snak-Pak.

Most recently added to the pre-sweetened line and now nationally marketed are All-Stars, star-shaped oat cereal, mainly a children's favorite. Prior to that, Kellogg added OKs, a new oat cereal, making it a producer of cereals from all four major grains, with a total of 17 different cereal brands. Both All-Stars and OKs each reportedly have about a 2% share of market.

Among other successful new product introductions last year was Kellogg's Request Pack for adults which achieved national distribution. It had previously been tested in Florida, Chicago and Baltimore-Washington since 1959. The new pack, based on findings of adult preferences, includes two boxes each of Corn Flakes and Special K and one each of Rice Krispies and 40% Bran Flakes.

Kellogg also makes Concentrate, a 40% protein, all-purpose nutritious food introduced in 1959; Gold Medal macaroni and spaghetti (sold chiefly in the southern states) and Gro-Pup dog food and and other animal feeds.

■ With its Gro-Pup dry dog food line, Kellogg again is in an ever-expanding market for pet foods, in which dry products have been gaining steadily. But it has not cut the same success pattern in this field that it has with its cereal lines.

According to the 1961 "Consolidated Consumer Analysis" report on dry dog foods in 19 major markets, Purina was No. 1 in 12 markets, Gaines, No. 1 in five markets, Friskies, No. 1 in two markets. Kellogg's Gro-Pup, however, registered no first and ran about sixth, well behind the leaders in these markets.

Always an expansion-minded marketer, Kellogg has reinvested more than $94,000,000 or more than half of its earnings since 1940 in plant improvements and new facilities. Kellogg cereals have gained worldwide popularity and the company now has 21 plants and branch installations in 17 countries. Last May, Kellogg Co. of Great Britain, a subsidiary, opened branch installations in Helsinki, Finland, and Lenzubg, Switzerland. In June, Kellogg started operation of its first South America plant in Medellin, Colombia. The company is currently equipping a a plant in Maracay, Venezuela, and another in Sao Paulo, Brazil, both of which it hopes to have in production by year's end.

One of the major Kellogg projects completed last year was the rebuilding of the quality control

YOU CAN'T
GET IN!
San Francisco
San Bernardino
Riverside
Los Angeles
San Diego
CALIFORNIA'S
4TH LARGEST
MARKET

laboratories at the Battle Creek plant. Work on additional facilities for plants in California, Canada, England, South Africa and Australia was started last year and will be completed this year. Kellogg estimates it will require about $12,000,000 this year to complete expansion and other projects.

■ During 1960 Kellogg sponsored the following network tv shows: "House Party," "What's My Line," "Garry Moore Show," "Dennis the Menace," "Hotel deParee," "The Deputy," "Father Knows Best," "Aquanauts," "Captain Kangaroo," and the "Magic Land of Alla-Kazam." On a spot basis it had "Huckleberry Hound" "Quick Draw McGraw," and "Woody Woodpecker."

Kellogg network tv sponsorship this year includes "House Party," "What's My Line," "Dennis the Menace," "Aquanauts," "Captain Kangaroo," "Magic Land of Ala-Kazam," and "Father Knows Best." This fall Kellogg plans to sponsor the new Bob Cummings show, "Fasten Your Seat Belt," and a new Hanna-Barbera evening cartoon show, "Top Cat."

On spot basis it continues with "Huckleberry Hound" and "Quick Draw McGraw." Yogi Bear, formerly a character on "Huckleberry Hound," who this year became a Kellogg "salesman" in print as well as tv, has his own tv show now and has replaced "Woody Woodpecker" in all markets.

In addition to tv, Kellogg participated in the Arthur Godfrey radio show and used extensive spot radio campaigns on CBS and NBC to promote its two top cereals—Corn Flakes and All-Bran. No spot radio was used in 1959.

In personnel shifts, E. M. (Mard) Leaver, whose title was president of Kellogg Sales Co. and vp in charge of marketing of Kellogg Co., retained only the latter title, and K. E. Englert, formerly assistant to the general sales manager, became assistant to the vp in charge of marketing. T. W. Collier was named assistant to the general sales manager. W. E. LaMothe, formerly product development coordinator, was named assistant to the president of Kellogg Co. W. C. Nicolson, sales manager of Kellogg Co. of Canada, was named vp in charge of sales.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 992,889	$ 3,927,363
Magazines	2,572,947	2,750,251
Farm Publications	71,830	152,209
Business Publications	125,300	120,000
Spot Television	5,795,390	5,988,600
Network Television	9,900,196	7,454,261
Outdoor	1,397,280	1,374,304
Total Measured	20,855,832	21,766,988
Total Unmeasured	9,644,168	7,733,012
Estimated Total Expenditure	30,500,000	29,500,000

MARKETING PERSONNEL

E. M. (Mard) Leaver, vp in charge of marketing of Kellogg Co.

K. E. Englert, assistant to vp in charge of marketing

Sales

C. A. Tornabene, general sales manager

D. L. Evans, assistant to general sales manager

F. G. Norris, assistant to general sales manager

T. W. Collier, assistant to general sales manager

H. G. Crosby, director of market research

R. A. McNicol, in charge of institutional sales

H. F. Muntz, vp in charge of international marketing

J. E. Lonning, international sales manager

L. C. Borsum, sales manager, feed division

L. G. Buchanan, sales coordinator

S. W. Harvey, executive director—domestic sales, Kellogg Co. of Great Britain, Manchester

W. C. Nicolson, vp and sales manager, Kellogg Co. of Canada, London, Ont.

Advertising

R. P. Olmstead, vp in charge of advertising

H. M. List, advertising manager, Kellogg Co.

D. F. Brown, assistant to advertising manager

A. J. Finley, assistant to advertising manager

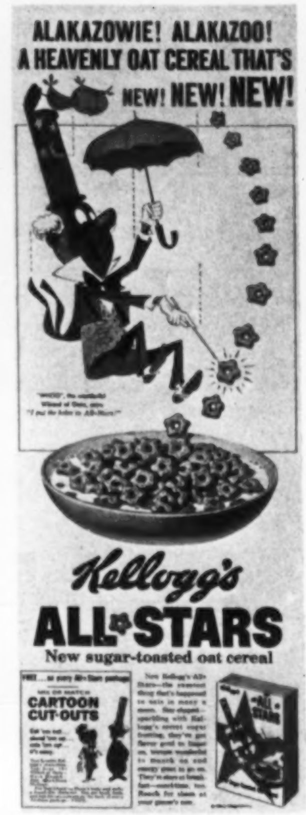
W. M. Pierce, assistant to advertising manager

T. E. Tinsley, assistant to advertising manager

L. E. Rochester, vp and advertising manager, Kellogg Co. of Canada, London, Ont.

ADVERTISING AGENCY

Leo Burnett Co., Chicago—all products in U. S. and Canada—Roy S. Lang, vp in charge of client services; Dale Nolan and Robert Spaeth, account supervisors; John Schubert (Variety, OK's and Corn Flake Crumbs); Dan Scully (Corn Flakes, Krumbles); Tom Connolly (Rice Krispies, Sugar Frosted Flakes, Pep, Gold Medal macaroni and spaghetti); Bill Seymour (Raisin Bran, Bran Flakes, All-Bran); Tom Heath (Gro-Pup, Shredded Wheat); Lyman White (Sugar Smacks, Sugar Pops, All-Stars, Cocoa Krispies); Bud Dering (Concentrate, Request Pack, Handi-Pak, Snack Pac); and Ted Hudson (all Kellogg products in Canada), in Toronto.



HEAVENLY OATS—*This print ad introduced All Stars, Kellogg's new, star-shaped, pre-sweetened oat cereal in 1960. Ad and package featured "Whoo, the Wonderful Wizard of Oatz."*

Kimberly-Clark Corp.

	1960†	1959
Sales	$410,500,195	$403,758,696
Earnings	30,480,970	31,342,614
Advertising	9,850,000*	9,000,000*

†Fiscal year ended April 30, 1961
*Estimated by AA

Kimberly-Clark Corp., Neenah, Wis., the nation's 90th largest advertiser, spent an estimated $9,850,000 for advertising in 1960, up 9% from 1959.

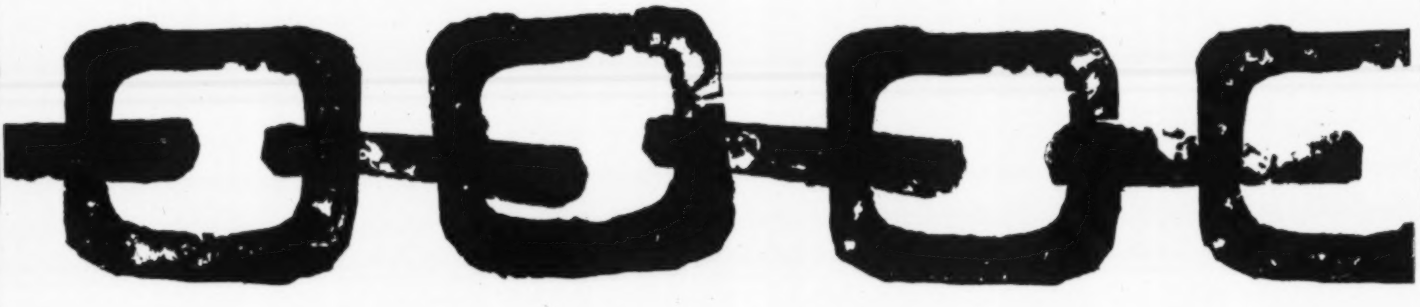
Sales hit a record $410,500,195, up 2% from 1959, as net earnings dipped 3% to $30,480,970 from a record 1959.

Kimberly-Clark reportedly has more than 60% of the U.S. sanitary napkin market, and 45% of the U.S. market for cleansing tissues. Sanitary wadding and tissues account for about 57% of its sales; publication and writing papers, about 27%, and specialty products 16%.

■ Its best known product, Kleenex tissues, is the leading brand in its category. Kotex feminine napkins also lead in their field, with more than 50% of the market.

Other Kimberly-Clark consumer products are Kleenex towels, Kleenex Casual napkins and table napkins; Delsey bathroom tissue; accessories of Kotex feminine napkins; Fems feminine napkins, their accessories, and Fems tampons; Kotams tampons; Sanek tissue strips, towels and beauty pads; and Marvalon coverings.

■ Early last summer, K-C introduced new Space-Saver tissues by Kleenex in Louisville, Denver, Spokane, Phoenix and Columbus. In November, distribution was expanded to Lower Michigan. The


WITHOUT

SAN BERNARDINO SUN-TELEGRAM
SAN BERNARDINO, CALIFORNIA REPRESENTED NATIONALLY BY CRESMER & WOODWARD, INC.
RIVERSIDE PRESS-ENTERPRISE
RIVERSIDE, CALIFORNIA REPRESENTED NATIONALLY BY NEWSPAPER MARKETING ASSOCIATES

You're **not** getting California's 4th largest market when you buy the Los Angeles mets! An insignificant percentage of **less** than ½ of 1% of the total circulation of the major Los Angeles newspapers, enters the rich San Bernardino-Riverside market that lies over an hour's drive from Los Angeles. The San Bernardino SUN-TELEGRAM and the Riverside PRESS-ENTERPRISE **alone,** give you thorough, **unduplicated** coverage of this vigorous billion dollar market that ranks 27th in the U.S. in population, food and household goods. 14th in the nation in gasoline sales. Last year's total retail sales . . . 1 billion, 200 million! Be sure your next schedule **includes** California's 4th largest market . . . San Bernardino-Riverside!

RANKING OF MARKETS IN CALIFORNIA:
1. Los Angeles-Long Beach. 2. San Francisco-Oakland.
3. San Diego. 4. SAN-BERNARDINO-RIVERSIDE.
5. San Jose. 6. Sacramento.

Space-Saver process literally squeezes the air out of the tissues and permits packaging of 400 two-ply tissues in cartons about half the size formerly required. Space-Saver packages of 200 tissues were also introduced.

In June, a new package for the standard packings of Kleenex tissues, featuring a ribbon design, was introduced in New England and the Pacific Southwest. Flare-red tissues in a black and red package of 200 tissues were launched last August in ten of Kimberly-Clark's sales divisions. For the Christmas season, 200 red and green tissues were offered in a holiday-styled package.

■ In March, 1961, a new two-ply napkin—Kleenex Casual—was introduced nationally. These napkins have an embossed pattern and come in lilac, coral, gold and white. They were launched with a 2¢-off consumer offer. Kleenex Casual napkins are advertised on tv via a new sales character, "Cousin Casual," presented as an informal companion to "Manners, the Butler."

During the year, Delsey bathroom tissue was offered for the first time in a polyethylene wrapped, two-roll package. Four-roll packages were also wrapped in the plastic, A restyled package design was used for the two multi-roll packs.

New Kotex Slenderline napkins were introduced nationally in May, 1961, with a customer refund offer of 45¢ in return for an opening tab. This introduction was supported by advertising in women's magazines and Sunday newspaper supplements. Fems feminine napkins were offered in a new package, whose design echoed their "moisture-proof shield" advertising theme.

The company also launched new Kotams tampons and Fems tampons in selected markets. Kotex Luxury belts, a new accessory, was introduced with a cross-coupon promotion.

■ Promotions for consumer products included premium offers for Delsey bathroom tissue, Kleenex table napkins, Kotex feminine napkins, Kleenex towels, and an all-products promotion offering a "weekend wardrobe." Refunds were offered on Kotex and Fems belts and Kotex Slenderline napkins. A "California Wardrobe Sweepstakes" for Kotex feminine napkins offered 15 first prizes of a $1,500 wardrobe. There were also several regional promotions.

Kimberly-Clark management reported to stockholders last year that "The heavy costs of introducing some of the newer members of our family of consumer products, such as Kleenex table napkins and Kleenex towels, lie largely behind us."

In tv, the company this fall will be a co-sponsor of "The Defenders," a new series of hour-long programs on CBS-TV. The Saturday night show will be used to advertise Kleenex tissues, towels, table napkins, Kleenex Casual napkins and Delsey bathroom tissue. Kimberly-Clark will also continue its print schedule for Kotex and Fems feminine napkins and their accessories, and for Marvalon coverings. Barber and beauty publications are principal media used for Sanek products. Service packings of facial and bathroom tissues and napkins are advertised in institutional trade publications.

The company is now carrying on a $1,000,000 market research program.

Kimberly-Clark's industrial products are coated and uncoated papers for commercial printing and periodical publishing, business papers, technical and blueprint papers, Bible papers, envelopes, Kimpak interior packaging, Kimwipes disposable wipers, Kimtowels disposable shop towels, Kimpreg plastic surfacing, Litho Wipes plate processing towels, Texoprint plastic printing paper, Additive-A clay conditioner, meat and poultry pads and industrial wadding.

Kimtowels were introduced in the Midwest last September. National distribution was completed in June.

■ In October, the company introduced coordinated package designs for its business and printing papers.

"Faces and Fortunes," a new film about corporate identities was a highlight of the industrial products division's promotional activities. A series of one-week seminars for paper distributor junior salesmen, held in K-C's marketing center in Neenah, was begun in 1960. Distributor salesmen schools, distributor management meetings and one-week national paper marketing conferences for executives of paper distribution companies are continuing.

In March, Kimberly-Clark announced the acquisition of a production facility in New Milford, Conn., to manufacture non-woven fabrics developed by Kimberly-Stevens Corp., a jointly-owned subsidiary of Kimberly-Clark and J. P. Stevens Co., New York.

In April, Kimberly-Clark announced an agreement to acquire Century Envelope Co., New York, a manufacturer of specialty envelopes. The company has also entered into an agreement with Blake, Moffit & Towne, San Francisco, to acquire the western paper distributor.

■ On May 1, American Envelope Co., with plants in West Carrollton, O., and Chicago, a subsidiary of Kimberly-Clark since 1959, was reorganized as Karolton envelope division of Kimberly-Clark. R. P. Bertschy was named president of the division and C. E. Souders was appointed sales manager. On June 1, Kimberly-Clark acquired the Ralph L. Smith Lumber Co., Anderson, Cal., including sawmills in the Sacramento River valley and 325,000 acres of timberlands. A new pulp and paper mill will be built there.

Kimberly-Clark has 27 plants operating in the U.S., eight plants in Canada, two each in France and Mexico, and one each in England, Australia, South Africa and Germany.

Last January, W. W. Cross, formerly vp of sales for industrial products, was named president of Kimberly-Clark International S.A., and W. B. Meyer was elected to succeed him. C. E. Noble, manager of consumer products marketing planning and research, was named European marketing manager for Kimberly-Clark.

In the consumer products marketing group, William Stark, formerly vp and graphic design director of Raymond Loewy Associates, Chicago, was named director, art and packaging; W. H. Schmitz, formerly sales manager of the northern (Minneapolis) division, was named brand manager of Fems feminine napkins; and H. G. Hartfelder, formerly assistant to products manager, was named manager of specialty sales.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$1,087,310	$ 814,949
Magazines	2,397,424	2,341,413
Farm Publications	13,560	———
Business Publications	440,400	381,300
Network Television	3,524,286	3,921,632
Spot Television	89,280	———
Outdoor	———	54,336
Total Measured	7,552,260	6,883,630
Estimated Unmeasured	2,247,740	2,116,370
Estimated Total Expenditure	9,850,000	9,000,000

CONSUMER PRODUCTS

MARKETING PERSONNEL

Sales

L. E. Phenner, senior vp
W. J. French, vp in charge of sales

Marketing and Advertising

E. A. Olson, general manager, marketing, consumer products
H. J. Sheerin, products manager
J. W. Arnold, sales promotion manager
J. B. Williams, brand manager, Kleenex tissues
R. W. Ebert, brand manager, Kotex products
J. E. Hambleton, brand manager, Delsey bathroom tissue
J. S. Sensenbrenner, brand manager, Marvalon coverings, Sanek professional products
N. C. Dyer, brand manager, Kleenex towels
A. F. Altree, brand manager, Kleenex napkins
W. H. Schmitz, brand manager, Fems feminine napkins
H. G. Hartfelder, manager, specialty sales
J. B. Catlin, general manager, marketing planning and research
W. Stark, director, art and packaging

INDUSTRIAL PRODUCTS

MARKETING PERSONNEL

Sales

A. G. Sharp, senior vp
W. B. Meyer, vp in charge of sales

Marketing and Advertising

R. A. Brabbee, manager, industrial products advertising and sales promotion
L. I. Landrum, advertising and promotion supervisor, printing papers
H. U. Hoffman, advertising and promotion supervisor, cotton content business papers, Karolton division envelopes and Texoprint plastic printing paper
S. L. Swenson, advertising and promotion supervisor, industrial wadding products
R. L. Mayotte, advertising and promotion supervisor, sulphite business papers, meat and poultry pads, Litho Wipes plate processing towels and Kimpreg plastic surfacing
R. A. Willis, coordinator, graphic arts education
J. M. Rudolph, manager, industrial marketing planning and research

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—all products except Fems and business papers—R. J. Koretz, management representative; J. J. Hussey, senior account executive and Kleenex towels account supervisor; Harvey Clements, account executive on Kotex napkins and belts and Delsey tissues; G. L. DeBeer, Kleenex tissues and table napkins account executive, and Richard Magruder, account executive on all products of the industrial products division.

Doherty, Clifford, Steers & Shenfield, New York—Fems products—D. K. Clifford, management representative; H. M. Ireland, account executive; R. E. Timmerman, account executive on Fems.

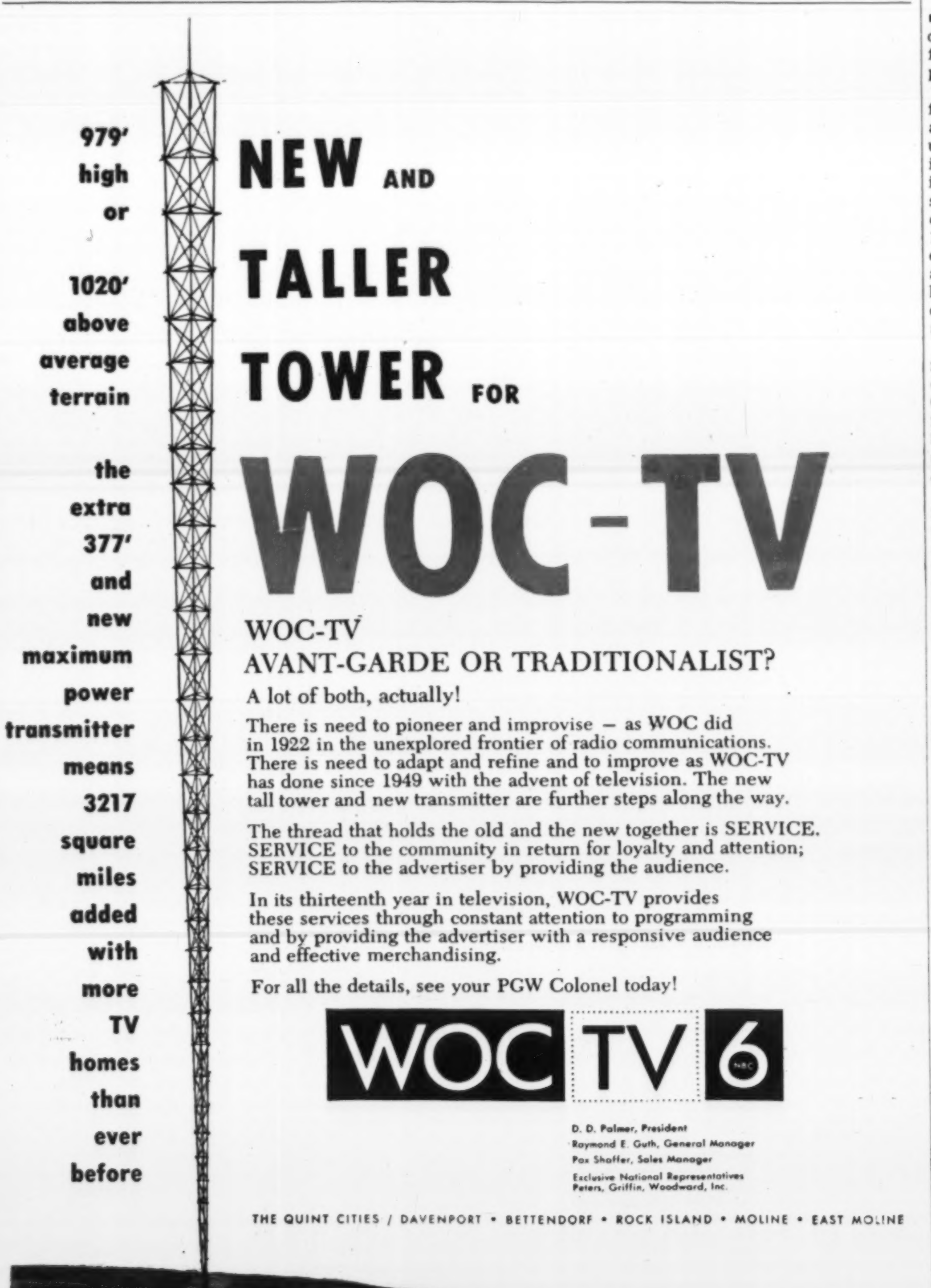
Creative Group Inc., Appleton, Wis.—cotton fiber and sulphite business papers. Gordon Fisher and Alan Hoppe, account executives.

Lestoil Products Inc.

	1960	1959
Sales	$24,866,893	$24,572,885
Earnings	3,256,936	1,568,940
Advertising	7,377,374	10,000,000

Lestoil Products Inc., Holyoke, Mass., the 96th largest national advertiser, cut back its advertising about 26% to $7,377,374 in 1960. The new management is keeping expenditures for 1961 at about the same level.

Sales rose slightly to $24,866,893 while pre-tax earnings zoomed 108% to $3,256,936, due largely, the company explained, to a new emphasis on cost efficiency. Part of the efficiency effort came in the advertising area, with the new owners of Lestoil deciding they could keep their products moving without spending $10,000,000 or more on advertising. A smaller budget was spent more scientifically; the downward sales trend,



979' high or 1020' above average terrain
the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before

NEW AND TALLER TOWER FOR WOC-TV

WOC-TV
AVANT-GARDE OR TRADITIONALIST?

A lot of both, actually!

There is need to pioneer and improvise — as WOC did in 1922 in the unexplored frontier of radio communications. There is need to adapt and refine and to improve as WOC-TV has done since 1949 with the advent of television. The new tall tower and new transmitter are further steps along the way.

The thread that holds the old and the new together is SERVICE. SERVICE to the community in return for loyalty and attention; SERVICE to the advertiser by providing the audience.

In its thirteenth year in television, WOC-TV provides these services through constant attention to programming and by providing the advertiser with a responsive audience and effective merchandising.

For all the details, see your PGW Colonel today!

WOC TV 6 NBC

D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

ZSA ZSA AND LESTOIL—*Zsa Zsa Gabor pushes new Sparkle Scent Lestoil as all-purpose cleaner with "a pleasantly quiet smell" on tv commercials.*

which followed the stepped up competition in the all-purpose detergent field, was reversed. The resultant savings went into earnings, heretofore a closely-guarded family secret.

In May 1960, control of Lestoil was transferred from founder-president Jacob L. Barowsky, who now is board chairman, into the hands of a management team put together by New England industrialist John Bolten Sr. and his son-in-law, Daniel E. Hogan Jr., and other executives of Standard International Corp., Andover, of which Lestoil is now an affiliate.

■ Exponents of integrated marketing procedures, the new owners have spent the past year revamping Lestoil's traditional advertising-only approach in favor of one embracing not just advertising, but the complete range of marketing techniques—consumer price-off deals, retail promotions, premiums, coupons, etc. A brand-managerial system has been set up and the company's line of products expanded.

The new Lestoil management and its new agency, Sackel-Jackson Co., has stuck to Lestoil's one-medium approach, but they have sought to achieve greater efficiency for the tv dollars spent. Besides television, there has been a trickle of newspaper and radio advertising. Some money was saved on the schedule for Lestare, since this product, with an estimated 33.4% of the dry bleach market, is now out of the introductory stage.

The original Pine Scent Lestoil all-purpose detergent, which ranks No. 2 nationally behind Mr. Clean (and No. 1 in New England), has abandoned its traditional 52-week fringe time buying in favor of top-rated daytime and prime nighttime adjacancies. Lestoil has settled for fewer spots reaching more homes. Meanwhile, there has been some experimentation with other forms of tv: In several eastern markets, syndicated films have been used; in the West, an international beauty congress spectacular was presented on a group of stations as a distribution booster for the new Lestare.

■ Other new products have been coming out of the Holyoke laboratories. Sparkle Scent Lestoil, for those who don't like the pine aroma of the original, has been tested in tv and newspapers in Maine. Sparkle Scent is now available in all the Lestoil markets. The copy approach begins with: "Now there are two . . ." Lestoil still concentrates its distribution in the Northeast, South and Midwest. There are tentative plans for invading new areas.

Late last year the company began tv spot testing a new Lestoil instant spray starch in Boston and Providence. This is now available in New England. The distribution of this product may be expanded gradually.

Still other new products are in the planning stage and may be added to the line the company plans to promote as the "Lestoil Family of Convenience Household Products."

ADVERTISING EXPENDITURES*

	1960	1959
Newspapers	$ 118,588	$ 260,204
Spot TV	6,207,312	9,173,176
Spot Radio	129,628	—
Total Measured	6,455,528	9,443,380
Total Unmeasured	921,846	506,620
Total Expenditure	7,377,374	10,000,000

*All 1960 figures were provided by the company. The American Newspaper Publishers Assn.'s figure for newspapers for that year was $109,864. The Television Bureau of Advertising spot estimate was $9,961,130. The 1959 figures came from AA's usual sources, with the TvB-reported spot tv figure of $18,132,030 having been adjusted by AA in line with the company's over-all estimate.

MARKETING PERSONNEL

Edward J. Fredericks, director of marketing
William J. Massey, retail field sales manager
Abe Nathanson, general sales supervisor
Isaac Eskenasy, manager, industrial and foreign divisions
Martin Davis, industrial sales manager
Dave Shavell, district manager, New York
Edgar Carlock, district manager, Chicago
Ted Dekker, district manager, Los Angeles
Ben Mandell, district manager, Detroit
Melvin Kahn, district manager, Boston
Jim Napier, district manager, Louisville
Dan Becker, district manager, Baltimore
Seymour Keller, district manager, Buffalo

Advertising

Marion Mocheski, sales promotion manager

ADVERTISING AGENCY

Sackel-Jackson Co., Boston—Pine Scent and Sparkle Scent Lestoil, Lestare, Lestoil instant spray starch—Donald C. Heath, vp and account supervisor; Irv Eison, vp and account executive. Industrial division—Richard Robbins, account executive.

Lever Bros. Co.

	1960	1959
Sales	$388,600,000	$409,600,000
Earnings	11,400,000	15,200,000
Advertising*	80,500,000	91,000,000

*Estimated by AA

Lever Bros. Co., New York, the fifth largest national advertiser, slashed its advertising expenditures 11.5% in 1960. The estimated expenditure of $80,500,000 was also lower than the $88,000,000 spent in 1958.

It was not an auspicious year for Lever, a wholly-owned subsidiary of Unilever Ltd., Anglo-Dutch combine which ranks as the world's largest advertiser. Sales were off 5% and earnings declined 25%. At the end of 1959 Lever said it wanted to earn at least 5% on its sales dollar. Last year it earned less than 3% on its volume.

Lever is the second largest company in the U.S. soap and detergent industry—but it runs well behind the leader, Procter & Gamble. In 1960, P&G strengthened its dominant position, moving on a number of fronts to counter Lever products which had been making market gains. Lever also had to contend with stiffer competition in

PUTMAN PUBLISHING COMPANY

Announces

- *increased frequency of issue*
- *conversion of format*
- *basic advertising rates unchanged*

CHEMICAL PROCESSING 1962

Effective as of January, 1962

CHEMICAL PROCESSING's format will convert to "standard size", 7″x 10″ type page, 8¼″ x 11¼″ trim size.

Effective as of April 1, 1962

CHEMICAL PROCESSING's frequency of issue will change to 26 issues annually. *Note:* January, February, March 1962 will publish single issues.

Advertising Rates:

Basic rates remain unchanged except for adjustments coordinating with increased frequency.

Advertisers maintaining 13x, 26x, 48x, etc., schedules April through December earn such adjusted rates for January, February, March 1962 issues.

Complete details for mechanical data and rates on request—or see September SRDS.

The only chemical magazine edited for OPERATING MANAGEMENT in the Chemical Process Industries

CHEMICAL PROCESSING

PUTMAN PUBLISHING COMPANY
111 East Delaware Place, Chicago 11, Illinois

CHEMICAL PROCESSING • FOOD PROCESSING • FOOD BUSINESS • QUEST . . . for tomorrow • WHAT'S NEW IN PLANT-ENGINEERING EQUIPMENT

other market areas where its brands had been moving upward.

In addition, for the first time in five years, Lever had no winners in the new product circle. It placed a number of new products in test markets. However, as the company admitted, these "were costing us money rather than bringing in substantial earnings to replace those of older declining products."

■ Five new products tested in 1960 have now reached national distribution. These are Liquid *all*, Swan Liquid, a pine green version of Lifebuoy, and two new Dinner-Redy frozen food items—ham slices with pineapple sauce and turkey chunks supreme.

Of eight other new products test marketed in 1960, only two have performed well enough to warrant expanded distribution. These are Vim, a pre-measured detergent tablet comparable to P&G's Salvo, and Mrs. Butterworth's Syrup, a maple syrup with a butter content. Mrs. Butterworth's Syrup is currently being moevd into national distribution.

This year Lever placed in test two other pre-measured detergents—Hum and Handy Pack *all*. It is also testing two anti-perspirant deodorants under the Shield brand name.

In the detergent market, P&G controls about one-third of the business in two brands alone—Tide and Cheer. With its other detergent and soap brands, P&G does well over 50% of the nation's washing agent business. With the exception of the *all* line, Lever has no brand which enjoys more than 5% of this total market.

■ Lever's top-selling washing product, after *all*, is Lux Liquid, which formerly reigned as the leading light-duty detergent. P&G has now wrested leadership in this field from Lever by placing two brands opposite Lux Liquid—Joy and Liquid Ivory. The two P&G entries do twice the business of Lux Liquid. Lever introduced Liquid Swan to meet this double-barreled competition.

With the introduction of Liquid *all*, Lever now has the only two heavy-duty liquid detergents in national distribution. Wisk, introduced in 1956, captured 3% of the detergent market in two years, and while it has slipped back from this position it remains a good seller for Lever. The *all* brands, leaders in the low-suds field, do a little more than 5% of the detergent business. Strong P&G promotion for Dash has failed to dislodge *all* from the No. 1 slot. Lever acquired *all* from Monsanto Chemical in 1957, and a federal anti-trust action challenging this acquisition still pends against Lever.

Handy Andy, Lever's all-purpose liquid detergent, failed to make an expected advance in 1960. Mr. Clean, the P&G entry, lengthened its lead in this field and Handy Andy remained third behind Lestoil.

■ Lux toilet soap, long-standing stalwart of Lever House, continues to be the nation's leading toilet soap, although it had to withstand increased competition in 1960 from P&G's Camay. As far as bars in general go, P&G still has the top seller in Ivory. The Cincinnati soap king has also scored in the market with its deodorant bar, Zest, while Lever has been disappointed by the insignificant market progress made by Praise, a combination soap and detergent bar. On the other hand, Dove, a detergent bar containing cleansing cream, has lived up to expectations and has become a profitable Lever brand.

In the toothpaste market, Lever brands suffered as a result of the American Dental Assn. endorsement of P&G's Crest. Prior to this development, Pepsodent had moved into third place with a 12% share of market, and Stripe had taken over fifth place with a 10% share of market. Crest has now moved ahead of Pepsodent and the two Lever brands have slipped back to the point where their combined sales now account for less than 20% of the market.

NO. 1 LEVER MEDIUM—*Wisk, a top Lever brand, is sold by Peg Lynch and Alan Bunce, tv's "Ethel & Albert," in this current commercial. Television is by far Lever's favorite medium.*

Introduction of the corn oil margarines by Standard Brands and Corn Products also worsened Lever brand positions. Imperial now has about 6% of the market and Good Luck 4%. Imperial continues to be the No. 1 brand among premium-priced margarines. Lever formerly claimed that with Imperial and Good Luck it had become the nation's leading seller of margarine; Standard Brands, with Blue Bonnet and Fleischmann's corn oil margarine, has now taken over this No. 1 slot with about 15% of the market.

Another area where Lever met increased competition in 1960 was in the dessert topping market, where it had the leading seller in Lucky Whip. Reddy-Wip and General Foods' Dream Whip both made inroads on the Lever brand in 1960.

■ The most heavily promoted products in the Lever stable during 1960 were Wisk, *all*, Stripe, Lux Liquid, Lux toilet soap, Imperial, Dove, Praise, Handy Andy and Pepsodent. Each of these brands carried budgets in excess of $2,500,000.

For the third straight year Lever made extensive cuts in its print advertising. Newspapers got only $2,595,000 in 1960, compared with $4,175,000 in 1959, $6,664,000 in 1958 and $12,574,000 in 1957. The magazine budget was pared to $1,597,000, compared with $2,064,000 in 1959.

Television remained the company's No. 1 medium, accounting for about half of the total budget. During the 1960-61 season Lever sponsored five evening programs on network tv, four of them—"Candid Camera," "Jack Benny Show," "Have Gun—Will Travel" and "Price Is Right"—ranking consistently in the top ten rated shows. The fifth vehicle was "Checkmate." A wide variety of daytime shows also was used.

■ Lever got a new advertising boss two weeks ago when Harold H. Webber joined the company from Cowles Magazines & Broadcasting as consumer relations vp. He has been placed in charge of all advertising, promotion, market research and public relations activities. These formerly came under the jurisdiction of Henry Schachte, who has left his exec vp post to move to the parent company in London as a member of a three-man management committee in Unilever's marketing division.

There were other management changes over the past year. Richard E. Baiter, formerly a merchandising manager in the Lever division, became marketing vp in charge of the Pepsodent division, replacing T. Edward Hicks, who returned to his corporate vp post. The Lever division, which previously had two merchandising managers, now has three: William W. Prout, in charge of all washday products; E. L. Whitney, dishwashing products and household liquid cleaners; and Charles E. Palmer, toilet soaps and Air-Wick. Oscar Lubow, formerly with Young & Rubicam, joined Lever as promotion services director. George Sarvis became general manager of the armed forces and export division, and Gary G. Grant was named general manager of the industrial division, replacing the late John L. Parry.

There have been a number of shifts in advertising agency assignments. Two agencies—Needham, Louis & Brorby and Kenyon & Eckhardt—have been dropped from the roster. Added to the roster was a new agency, Reach, McClinton & Co., which has been assigned Praise, formerly with K&E. The *all* line, formerly with NL&B, was moved to Sullivan, Stauffer, Colwell & Bayles. Swan Liquid, which had also been with NL&B, went to Batten, Barton, Durstine & Osborn. J. Walter Thompson Co. picked up Air-Wick (formerly with Foote, Cone & Belding) and three lines formerly handled by K&E—Dinner-Redy, Spry and Handy Andy. Lever also returned the Rinso brands to JWT from Sullivan, Stauffer.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 2,595,000	$ 4,175,000
Magazines	1,597,000	2,064,000
Farm Publications	17,000	60,000
Spot Television	13,373,000	11,670,000
Network Television	24,591,000	30,210,000
Total Measured	42,173,000	48,179,000
Total Unmeasured	38,327,000	42,821,000
Estimated Total Expenditure	80,500,000	91,000,000

MARKETING PERSONNEL

W. N. Burding, exec vp
Harold H. Webber, consumer relations vp
T. Edward Hicks, vp
Samuel Thurm, advertising vp
Howard Eaton Jr., media director
Richard C. Butler, media manager
J. E. Drew, public relations director
A. R. Graustein Jr., marketing research director
Oscar Lubow, promotion services director
Robert M. Prentice, marketing information and services director
Anton W. Bondy, marketing information manager
Richard E. Dube, radio-tv production manager
Raymond F. Underwood, sales development director
Lee R. Pevear, packaging manager

LEVER DIVISION

MARKETING PERSONNEL

Thomas S. Carroll, marketing vp
Otto A. Ritzmann Jr., staff assistant—merchandising
Hugh R. Conklin, general sales manager

Merchandising Managers

William W. Prout, washday products
E. L. Whitney, dishwashing products and household liquid cleaners
Charles E. Palmer, toilet soaps and Air-Wick

Product Managers

Lawrence D. Benedict, David Bland, David W. Buckley, Joseph R. Cross, James R. Edmiston, James G. Gammel, Thomas L. Harmon, Alexander C. Hoffman, James J. Kelley, Joseph R. Larson, Robert E. McGhee, John L. Parker Jr., Toby Schreiber, William H. Scully and Robert A. Wright

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Surf, Wisk, Swan Liquid and Gayla—Donald A. Wells, management supervisor; E. E. Norris, account supervisor; James E. McNamara (Surf and Gayla), Robert A. Sowers (Wisk) and James H. S. Pierson (Swan Liquid), account executives.

Ogilvy, Benson & Mather, New York—Vim and Hum—Esty Stowell, management supervisor; James Heekin and Charles Fredericks, account supervisors; John Porter, account executive.

Reach, McClinton & Co., New York—Praise—Henry S. Jacobson, management supervisor; Thomas Hennon, account supervisor.

Sullivan, Stauffer, Colwell & Bayles, New York—Lifebuoy, Silver Dust, Breeze and **all** line—John Cantwell, mangement supervisor; Don Moone (Lifebuoy, Silver Dust and Breeze) and Willard Mackey (**all**), account supervisors; Leo Keegan (Lifebuoy), Lew Mithun (Silver Dust), Warren Oaks (Breeze), Arthur Castillo and George Mott (**all**), account executives.

J. Walter Thompson Co., New York—Lux toilet soap, Lux Liquid, Lux flakes, Handy Andy, Rinso, Rinso Blue, and Reward—Kennett W. Hinks and Aldis Butler, management supervisors; James Cobb (Lux toilet soap, Rinso, Rinso Blue and Air-Wick); Robert Carman (Lux Liquid, Lux flakes, Handy Andy and Reward); account supervisors; Ronald McLean (Lux toilet soap), Carl Gehron (Lux Liquid) and Philip Beach (Handy Andy and Reward), account executives; Rickard Rack (Lux Liquid and Handy Andy) and John Stokes (Rinso Blue), representatives.

FOODS DIVISION

MARKETING PERSONNEL

Robert McDonald, marketing vp
John R. Fristoe, general sales manager

Product Managers

Clark M. Brink, Owen J. Burns, Patrick T. Connolly, Robert H. McLachlan, Jack J. Riley Jr., Joseph W. Stewart

ADVERTISING AGENCIES

Foote, Cone & Belding, New York—Imperial—William E. Chambers Jr., management representative; Paul J. Caravatt Jr., account supervisor; Theodore Williams, account executive.

Ogilvy, Benson & Mather, New York—Good Luck and Lucky Whip—Esty Stowell, management supervisor; James Heekin and Charles Fredericks, account supervisors; Henry Wittemann, account executive.

J. Walter Thompson Co., New York—Spry and Mrs. Butterworth's Syrup—Kennett W. Hinks and Aldis Butler, management supervisors; James Cobb, account supervisor; Walter Roberts, account executive.

PEPSODENT DIVISION

MARKETING PERSONNEL

Richard E. Baiter, marketing vp
V. T. Finch, general sales manager
Albert Carroll, special products manager

Product Managers

John E. Brady, Edward Gunther, Seymour Molbegott, Herbert M. Shayne and J. K. Verden

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Oratab Dental Tablets—Donald A. Wells, management supervisor; E. E. Norris, account supervisor; Quentin L. Fox, account executive.

Foote, Cone & Belding, New York—Pepsodent dentrifices and antiseptic, Pepsodent and Life Line toothbrushes—William E. Chambers Jr., management representative; William H. Bambrich, account supervisor; John C. Savage (toothpaste) and David A. Blakiston (toothbrushes), account executives.

Ogilvy, Benson & Mather, New York—Dove—Esty Stowell, management supervisor; James Heekin and Charles Fredericks, account supervisors; William Whitney, account executive.

J. Walter Thompson Co., New York—Stripe and Shield deodorants—Kennett W. Hinks and Aldis Butler, management supervisors; Donald McNeill, account supervisor; John Hamilton, account executive.

DINNER-REDY DIVISION

MARKETING PERSONNEL

Eugene Brown, general manager
Marvin Altman, general sales manager
Louise Barbour, product advertising manager

ADVERTISING AGENCY

J. Walter Thompson Co., New York—Dinner-Redy frozen foods—Kennett W. Hinks and Aldis Butler, management supervisors; James Cobb, account supervisor.

INDUSTRIAL DIVISION

MARKETING PERSONNEL

Gary C. Grant, general manager
E. F. McCarthy, sales manager

ADVERTISING AGENCY

G. M. Basford Co., New York—industrial products—Cliff Fulton, account supervisor.

ARMED FORCES & EXPORT DIVISION

MARKETING PERSONNEL

George Sarvis, general manager
Edmund P. Nolan Jr., armed forces department manager
Leon A. Demee, export manager

ADVERTISING AGENCY

National Export Advertising Service, New York—Armed Forces and foreign advertising—Thomas Hughes, account supervisor.

THOMAS J. LIPTON INC.

(Associated with Lever Bros. but financial and advertising figures shown separately below.)

	1960	1959
Sales	$119,583,000	$112,572,000
Earnings	7,620,000	6,719,000
Advertising	13,500,000*	11,000,000*

*Estimated by AA

Thomas J. Lipton Inc., Hoboken, N.J., is a U.S. company associated with Lever Bros. Co. by common parentage. The vast majority of Lipton shares is owned by Unilever Ltd., London, which is the sole owner of Lever Bros. Lever and Lipton operate independently, although the two companies frequently share advertising time. For example, they share commercials on "The Jack Benny" network television show.

Lipton, the largest factor in the U.S. tea business, increased its advertising sharply in 1960 to score a 6% sales increase and a 13% gain in profits. In contrast to Lever, Lipton earned more than 6% on its sales dollar. Lipton's estimated expenditure of $13,500,000 would have ranked it as the nation's 68th largest advertiser if the company had been treated separately.

Lipton has extremely strong brand positions. It controls between 45% and 50% of the U.S. tea market. It is the No. 1 producer of dehydrated soups. And it has a leading line of salad dressings marketed under the Wishbone label. The top seller in the Wishbone line is Italian dressing, which outsells all other competitors combined.

■ 1960 marked the 27th consecutive year in which Lipton's sales increased.

Like Lever, Lipton favors television as its No. 1 medium. It put more than half of its budget into tv in 1960. The tea products get the bulk of the advertising funds. Lipton's instant tea went into national distribution in 1960.

Lipton got a new advertising boss this year when Kenneth McAllister joined the company as vp-advertising. He came from Benton & Bowles, where he had been a director and management supervisor.

Lipton uses three agencies. Sullivan, Stauffer, Colwell & Bayles, a Lever agency, handles all tea advertising. Young & Rubicam is the agency for the soups. And Edward H. Weiss & Associates of Chicago is the Wishbone agency.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 2,568,000	$ 2,701,000
Magazines	1,592,000	912,000
Spot Television	3,162,000	2,448,000
Network Television	4,022,000	1,885,000
Total Measured	11,344,000	7,946,000
Total Unmeasured	2,156,000	3,054,000
Estimated Total Expenditure	13,500,000	11,000,000

Liggett & Myers Tobacco Co.

	1960	1959
Sales	$543,172,587	$554,936,026
Earnings	28,708,895	30,038,689
Advertising	30,000,000*	32,000,000*

*Estimated by AA

Liggett & Myers Tobacco Co., New York, the country's 27th largest advertiser, is estimated by AD-

VERTISING AGE to have decreased its advertising expenditure by about 6.3% to $30,000,000 in 1960.

Sales, likewise, showed a decline of about 2.1% to $543,172,587 in 1960, the lowest sales figure since 1951. Earnings dipped about 4.3% to $28,708,895 last year.

The sales slump continued through the first quarter of 1961, falling from $127,447,000 in the first three months of 1960 to $120,244,000 in the comparable period of this year. Earnings went from $6,552,000 to $5,307,000 in the same period. William A. Blount, president of the tobacco company since December, 1959, said part of the blame for the continued sales and earnings decline was due to his own inexperience. Some of the problem also resulted from decisions made years ago, he added, at the company's annual meeting last April, but he did not explain what these decisions were.

■ Big news from Liggett & Myers this summer was its shift of the $10,000,000 Chesterfield, Duke and Oasis accounts from McCann-Erickson, after five years, to J. Walter Thompson Co., which became effective Aug. 18. Behind the switch lay the fact that Liggett & Myers brands hadn't been maintaining their share of market against R. J. Reynolds, American Tobacco and the rising Philip Morris Inc.

Chesterfield regular and king-size cigarets combined dropped from 28.0 to 27.6 billion in unit sales last year, thus slipping from sixth to seventh place among the leading brands, according to *Business Week*. The loss, percentage-wise, however, was not as great as for Lucky Strike, Old Gold or Philip Morris.

Chesterfield kings actually showed an increase in sales last year. Robert E. Healy, chairman of McCann-Erickson, U.S.A, said that the king-size version gained 10% in the March '60-February '61 period. Mr. Healy also noted that the total advertising expenditure for Chesterfield was less than the comparable expenditure for any of the ten other leading brands.

L&M filters, regular and king-size, dropped from 25.0 to 24.5 billion units last year but maintained their eighth position in the cigaret sales race. Oasis didn't hold its own in the burgeoning menthol field, having dropped from 1.5 to 1 billion units, thus slipping from 19th to 21st among all brands. In 1960, Oasis had only about 20% of the share of market enjoyed by Newport, which was launched about the same time, and only about 3% as much as the menthol leader, Salem.

■ The Federal Trade Commission's crackdown early in 1960 against advertising low tar and nicotine claims was blamed by Mr. Blount for Duke's sharp decline. The brand was re-introduced after that with a new, lighter filter. Duke was then advertised on a limited basis in New York, Chicago and Los Angeles.

During the first quarter of 1961, sales for Oasis were up slightly, while Chesterfield and L&M king-size brands also made gains, Mr. Blount noted. The company returned to subway advertising during the summer of 1961.

Liggett & Myers continued to devote the largest part of its advertising budget to network tv, chalking up almost $11,000,000 in gross time costs in that medium in 1960.

During the 1960-61 season, the L&M brand was a sponsor of "Mr. Garland" (later replaced by the "Jackie Gleason Show"), "Gunsmoke," four college football bowl games and the "Sunday Sports Spectacular" on CBS. It became a sponsor of "Way Out" when that show replaced Jackie Gleason in April. On ABC, L&M was a sponsor of "Rebel" and the National Collegiate Athletic Assn. football games. L&M backed a professional football bowl game on NBC.

Chesterfield was a participating sponsor of ABC's "The Untouchables," "Islanders" (later replaced by "Asphalt Jungle") and "Adventures in Paradise," the latter being shared by Oasis. The company decided against renewing these shows for the coming season when ABC said it would move each of these shows from 9:30 to 10 p.m. (EST). At the same time last spring, "The Untouchables" was being picketed by Italian-American groups who claimed the show maligned them. Chesterfield became a sponsor of "Twilight Zone" on CBS last April.

For the 1961-62 season, L&M will be a sponsor of "Gunsmoke" and "Eyewitness to History" on CBS, as well as "Dr. Kildare" on NBC. Chesterfield will back "Twilight Zone" and "Checkmate" on CBS, "87th Precinct" on NBC and

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THE LEONARD CO., Florida Travel Representative

NOTHING SELLS AUTOMOBILES LIKE TRAVEL! Everywhere's a long way from anywhere in Texas. And Texans are always on the road. They travel far and fast to get where they're going. Cars age quickly in Texas. It's a favorable *climate* for car-selling.

And The Dallas News—its larger circulation more concentrated in the income and occupation groups that do the most car buying—is *climate-right* to sell cars!

"Follow the Sun" on ABC.

The company's general magazine expenditures were decreased by over $1,000,000 to $3,197,856 in 1960. Of this amount, $1,628,899 was for L&M, $907,835 for Chesterfield, $451,110 for Oasis, $182,407 for Duke and $27,605 for Velvet pipe tobacco.

■ The company's $2,792,485 newspaper outlay was: Chesterfield, $1,286,752; L&M, $664,394; Oasis, $662,094; and Duke, $219,245. In April of this year, Liggett & Myers launched a 10-week saturation newspaper schedule in 100 major markets for L&M and Chesterfield.

Liggett & Myers ties in the same sales message in its tv, radio and print advertising with its heavy point-of-sale merchandising program. Current Chesterfield copy promotes the "air-softened" theme, while for L&M, it's "Start fresh . . . stay fresh with L&M."

Last Christmas, a long-play carol record was offered with the purchase of two cartons of L&M. Early this year, Liggett & Myers ran a heavy advertising campaign to promote a $169,000 sweepstakes contest for L&M, in which participants had to fill in the missing word in the slogan "L&M has found the secret that ——— the flavor in a filter cigaret."

The Oasis package was redesigned with a new oasis scene to suggest "freshness, coolness, mildness." Last September, a new wing at the company's research center in Durham, N.C., was completed.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 2,792,485	$ 3,262,609
Magazines	3,197,856	4,280,859
Farm Publications	11,690	28,180
Spot Television	1,542,980	2,948,599
Network Television	10,991,624	11,591,507
Spot Radio	2,590,000	3,600,000
Outdoor	78,190	190,427
Total Measured	21,114,825	25,902,172
Total Unmeasured	8,885,175	6,097,828
Estimated Total Expenditure	30,000,000	32,000,000

MARKETING PERSONNEL

Sales

G. B. Leake, director of sales

Advertising

L. W. Bruff, director of advertising
H. C. Robinson Jr., advertising manager
C. D. Etzler, merchandising manager

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—Chesterfield, Oasis and Duke—John Monsarrat, vp and management supervisor; Wilekes Bianchi, account representative on Chesterfield; Edward Balicki, account representative on Oasis; Daniel Charnas, account representative on Duke.

Dancer-Fitzgerald-Sample, New York—L&M filters—Clifford L. Fitzgerald, president and account director; F. T. Leighty, administrative vp and account supervisor; N. W. Lauchner, vp and account executive.

P. Lorillard Co.

	1960	1959
Sales	$487,329,716	$490,873,749
Earnings	27,381,257	28,265,157
Advertising	31,000,000*	32,000,000*

*Estimated by AA

P. Lorillard Co., New York, the 23rd largest national advertiser, decreased its advertising expenditure by an estimated 3% to $31,000,000 in 1960.

The world's oldest tobacco company completed its 200th year with a slight decrease in sales to $487,329,716. Earnings dropped 3.1% to $27,381,257.

The sales picture for the first half of 1961, however, was brighter. Sales reached a record $241,559,712, up from $240,589,788 for the first half of 1960. Earnings rose about 5% to $13,336,256 from $12,688,377 in the 1960 first half.

■ Kent, biggest seller in the Lorillard camp, dropped from 36 billion unit sales in 1959 to 35 billion last year, according to *Business Week's* annual survey. The loss was in regular-size Kent filters, which followed a continued industry trend toward decreased sales of regulars; king-size Kent filters actually increased sales.

Old Gold regulars and king spin filters saw the greatest drop of any Lorillard brand, declining 12.5% from 11.2 billion units in 1959 to 9.8 billion last year. King-size Old Gold straights, which were introduced in February, 1960, and achieved national distribution the following May, have been showing "satisfactory progress," the company reported.

Newport, the king filter with the "hint of mint," boosted its sales from 4.5 to 5.5 billion. Lorillard's other mentholated king filter, Spring, however, was set back from 1.2 to 0.9 billion.

■ In its annual report, Lorillard observed that, against an industry average gain of 1.9% for smoking tobaccos, Lorillard brands jumped 11.6%. These include Friends, Briggs, Union Leader and India House, which was introduced recently with a new aromatic tobacco mixture.

Against a general industry decline of 1.7% for chewing tobaccos, Lorillard's Beech-Nut, Havana Blossom and Bagpipe gained 1.3%, the company reported. Lorillard's Between-the-Acts and Madison suffered a drop, along with the rest of the little cigar market, but increased its share from 27.1% in 1959 to 47.7% of the smaller 1960 market, according to Lorillard.

Last month the company introduced a new king-size straight cigaret, Beech-Nut, with newspaper ads in Omaha and Peoria. The ads heralded, "Now taste what aged tobacco does for a smoke!" Copy added: "Unfiltered . . . because aging does the job—so all the natural taste of great tobacco comes barreling through."

Beech-Nut cigaret account was deposited at Grey Advertising. That agency acquired Old Gold Spin Filter and Spring last October when those brands were pulled out of Lennen & Newell. The agency switch, made by Lorillard Chairman Lewis Gruber, reversed a decision made by him three years earlier when he took Kent and Newport from Young & Rubicam to consolidate the company's advertising at one agency, Lennen & Newell. L&N currently is agency for Kent, Newport and Old Gold straights.

■ Lorillard placed more than half of its advertising outlay in television in 1960. But the company realigned its strategy concerning tv sponsorship recently. At the company's annual meeting last April, the late Harold F. Temple, who was president and chief executive officer, said that the company's shift in emphasis is from sponsor identification to reach, "telling your commercial story to as many people as possible and at the lowest possible cost."

This switch in tv buying technique could be seen in Lorillard's buying of participations in several network tv shows, as well as in its shift in emphasis from network to spot tv last year. While the tobacco company cut its network expenditure by over $5,000,000 to $7,755,281 in gross time sales in 1960, it more than doubled its spot tv outlay to $8,431,630.

During the 1960-61 season, Kent was a co-sponsor of "Hennesey" and "Zane Grey Theater," as well as a participating sponsor of "Aquanauts" (which was later replaced by "Malibu Run"), all on CBS; and a participating sponsor on NBC's "Jack Paar Show." Newport co-sponsored NBC's "Tab Hunter Show." Old Gold Spin Filters co-sponsored the "Groucho (Marx) Show" on NBC until March, when the brand replaced it with participations in ABC's "Hawaiian Eye."

Old Gold straights became a half-sponsor of NBC's nighttime "Concentration" last April. At the same time, Lorillard began 26-week schedules of eight minutes weekly scattered in ABC's schedule. This included: For Old Gold filters, "The Law and Mr. Jones" and "Hong Kong"; and for Spring, "Day in Court," "Seven Keys," "Who Do You Trust," "Love That Bob" and "About Faces" (later replaced with participations in "Queen for a Day"). The heavy daytime tv push for Spring has been made to reach women, said to be the heaviest users of menthol cigarets. Spring also is running 13 weeks of participations this summer on CBS' Sunday "I Love Lucy."

For the 1961-62 season, Lorillard already has signed as a sponsor of the following: "Ed Sullivan Show," "Hennesey" and "Father Knows Best" on CBS; "Price Is Right" and "Cain's Hundred" on NBC, and "Hawaiian Eye" and "The Corrupters" on ABC. Brands have not yet been assigned to shows.

■ Kent got more than half of Lorillard's spot tv expenditure in 1960, or $4,666,550. The breakdown for the other brands: Newport, $1,441,820; Old Gold, $1,368,970, and Spring $954,290. With the beginning of 1961, 52-week schedules of about five spots per week were started for Kent in 50 markets and for Newport in 30 markets.

The $5,100,677 newspaper outlay in 1960 was: Kent, $4,060,064; Spring, $605,247; Old Gold, $74,858; Newport, $1,053; Beech-Nut chewing tobacco, $7,650, and institutional, $351,805.

Old Gold got the biggest portion of the 1960 magazine budget. The $3,328,776 total was divided as follows: Old Gold, $1,872,575; Newport, $1,159,310; Spring, $262,750; Kent, $30,975, and for a Lorillard "dividend notice," $3,166.

Last year, Lorillard was able to place "substantially more" merchandising displays, self-service racks and other promotional material in retail outlets than in 1959, according to the company's annual report. Having occasionally offered premiums for the past three and one-half years, the tobacco company probably will continue using these inducements.

■ Lorillard introduced its brands into 30 additional countries in 1960, bringing the total to well over 100 countries. Export sales increased 64%, the company said. Lorillard has touted Kent as "the largest selling American filter cigaret exported from the U.S." P. Lorillard International S.A., Zug, Switzerland, a wholly-owned subsidiary, was set up last year to handle overseas sales and to complement the work of P. Lorillard Pan American, New York, which was established in 1959.

Federal Tin Co., a wholly-owned subsidiary which makes metal containers, expanded its activities in 1959 to include paper packaging and labeling. The subsidiary now produces 800,000 cartons and 5,000,000 labels daily and is supplying Lorillard with a sizable portion of its cigaret carton and package requirements.

The company expects to complete its new $7,000,000 tobacco processing and storage facility in Danville, Va., this summer. A new wing has been added to the research center in Greensboro, N.C. The Greensboro plant has been equipped with new cigaret-making machinery as well as a storage and production wing.

During the past year, the company lost two of its leaders. Herbert A. Kent was a retired board chairman who served as a consultant at the time of his death last year. In July 1961, Harold F Temple, president and chief executive officer, died. Lewis Gruber, who is also chairman, was renamed chief executive officer, a title he relinquished only last December, when he reached retirement age. The title of president went to Morgan J. Cramer, former assistant to Mr. Temple and vp and director of international operations.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 5,100,677	$ 6,779,442
Magazines	3,328,776	1,410,619
Spot Television	8,431,630	4,177,170
Network Television	7,755,281	12,825,558
Spot Radio	1,500,000	3,100,000
Outdoor	345,011	312,958
Total Measured	26,461,375	28,605,747
Total Unmeasured	4,538,625	3,394,253
Estimated Total Expenditure	31,000,000	32,000,000

MARKETING PERSONNEL

Sales

Manuel Yellen, vp and director of sales
A. L. Dion, general sales manager
W. A. Jordan, assistant general sales manager
A. J. Bass Jr., assistant general sales manager
R. Z. Post Jr., northeast states regional sales manager
D. W. Root, southeast states regional sales manager
H. C. Goldstein, north-central states regional sales manager
J. E. Murray, south-central states regional sales manager
J. P. Russell, west coast regional sales manager
F. W. Storm, director of sales development
H. E. Gercken, director of sales personnel
E. P. Primus, director of sales material development
R. W. Snyder, director of sales service
H. C. Juneman, sales service manager

Advertising and Marketing

Daniel Ladd, advertising director
Richard F. Kieling, director of market research
Douglas Burch, director of media

ADVERTISING AGENCIES

Lennen & Newell, New York—Kent, Newport, Old Gold straights—Guild Copeland, senior management supervisor. Kent—Frank Cambria, account supervisor; Oliver Toigo, account executive; Walter Senete, assistant account executive. Newport—Leo Kelmenson, account supervisor; Frank O'Hare, account executive. Old Gold straights—Elkin Kaufman, account supervisor.

Grey Advertising, New York—Old Gold Spin Filters, Spring, Beech-Nut—Samuel Dalsimer, management supervisor. Old Gold Spin Filters—E. H. Meyer, account supervisor; Saul Waring, account executive. Spring—J. S. Stolzoff, account supervisor; Richard Wolfe, account executive. Beech-Nut—Robert Zimmern, account supervisor.

Miles Laboratories Inc.

	1960	1959
Sales	$82,384,469	$72,188,682
Earnings	4,219,666	4,397,572
Advertising	23,500,000*	21,500,000*

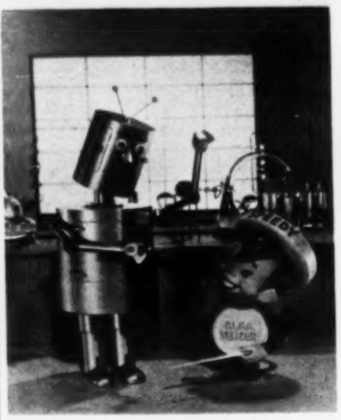
*Estimated by AA

Miles Laboratories, Elkhart, Ind., the nation's 39th largest advertiser, is estimated by ADVERTISING AGE to have increased advertising expenditures about 10% to $23,500,000 in 1960.

Miles is continuing to increase its advertising expenditure, in pace with climbing sales, and probably will spend more than $24,000,000 in 1961.

The company put nearly $17,000,000 into television last year (divided about equally between spot and network), up about $1,700,000 from 1959. Miles nearly doubled its magazine expenditure in 1960 to $741,467. Once a heavy spot radio user, Miles spent in 1960 considerably less in spot radio (no longer measured) than the $1,100,000 spent in 1959. Early in 1960 Miles dropped spot radio entirely and now puts all its broadcast expenditure into television.

The company reentered network tv in 1954 after a three-year hiatus with an approximate expenditure of $700,000, and has been vastly increasing use of both network and spot tv each year thereafter. By 1957, tv expenditures totaled $11,440,941, or nearly 70% of the ad budget. In 1960, tv expenditures were about 72%.



MECHANICAL MAN—*Speedy Alka-Seltzer, who has been promoting Alka-Seltzer in all media for about 30 years, teamed up late last year with a mechanical man in a tv spot commercial which gently pokes fun at competitive products.*

■ After steadily decreasing its network radio expenditure (no longer measured) below the $6,172,592 spent in 1954, Miles in 1959 limited its use of radio to spots on the theory that "spots give a lower cost per thousand listeners than the same commercials placed in network shows." Its last network radio broadcast was "CBS News" in November, 1958.

Miles says its business actually was built on radio advertising, but that in recent years television has proved to be the best possible medium to tell its product story. The company began its national advertising in 1929, but as early as 1893 spent $200,000 for advertising, mostly in calendars and almanacs. Since 1930, Miles has backed product promotion with in-store merchandising aids. From 1934 until 1957, Miles furnished and installed huge window displays in drug stores, but discontinued this technique in 1957 when modern design of store fronts eliminated much of the display area.

The company is estimated to have put more than $2,000,000 into point of sale materials and transportation advertising for Miles products in 1960. Miles also spent more than $1,000,000 in direct mail for Ames and other divisions.

■ Of the company's total ad expenditure in 1960, Miles Products division accounted for by far the largest amount, more than $21,000,000. Ames Co., ethical pharmaceutical subsidiary, spent about $1,000,000, including $650,000 in direct mail and $350,000 in medical journals. This was about the same total and division of expenditure as in 1959. Ames will spend about the same amount in 1961, unless new products are backed by heavier introductory campaigns.

Miles Laboratories, which produces and distributes chiefly home medicinal remedies, also markets a line of professional pharmaceutical products and organic chemicals. Early in 1958 Miles formed Miles Products, a division which markets the company's home remedies in the U.S. These include Alka-Seltzer, One-A-Day vitamins, Bactine, Miles Nervine, new Chocks children's vitamin, and Ariden, a cold remedy still in the test market stage. The company also is readying two new products for test market.

The company's other divisions and subsidiaries are Ames Co., Dome Chemicals, Miles Chemical Co., Miles International and Miles Pan American.

■ Miles worldwide net sales, which have been climbing for the past 20 years and have doubled in the past six years, reached a new high of $82,384,469 in 1960, up 14% from 1959. Beginning in 1958, sales of Miles' foreign subsidiaries have been consolidated with those of the parent company. Previously only the export sales made from the U. S. had been included.

Sales in foreign markets accounted for 20% of the consolidated sales in 1960, up from 19% in 1959. Worldwide 1960 gross sales were $86,700,000, up 14% from $76,000,000 in 1959.

Consolidated net earnings for 1960 were $4,219,666, a 4% decrease from $4,397,572 in 1959. Miles said the decrease in earnings of $177,906 was caused by several factors: Production problems in citric acid, heavy promotion expenses for the introduction of Chocks, loss of Cuban sales volume and accounts receivable and high costs of initial operations of two new foreign subsidiaries. Net earnings represented 5.1% of sales for 1960, compared with 6.1% the previous year.

In the first half of 1961, sales and earnings were the highest of any half in Miles history. Earnings rose to $2,442,000 on sales of $44,334,000, up from $1,722,000 and $39,249,000 respectively in the 1960 first half. The sales increase, President Edward H. Beardsley said, was "spread pretty well over all our divisions" and a "return to a more normal earnings trend will continue for the rest of the year."

Mr. Beardsley, former exec vp, became president early this year, succeeding Walter R. Beardsley, who moved up to board chairman.

■ Alka-Seltzer, the company's major product, and vitamins contributed 75% of world sales in 1960. Greater product sales diversification was obtained in 1960 with all home products accounting for 79% of sales, pharmaceuticals 15% and chemicals 6%. In 1959, home products were 84% of sales, pharmaceuticals 11% and chemicals 5%.

For the past several years, Miles has been engaged in a program of diversification, both by market and by product. The product diversification efforts have increased the importance of Miles products other than Alka-Seltzer. Chocks, a chewable vitamin for children, was introduced nationally last September. Ariden, a decongestant, continued in test market, and several other new products are being readied for test—all part of the company's diversification program.

Alka-Seltzer still is the leading product in its field and its sales are continuing to grow. In 1958 Miles put into use high-speed cartoning machines, enabling the packaging department to increase Alka-Seltzer production by 30%. Late in 1959 Miles introduced a new package of Alka-Seltzer containing 12 individual foil-wrapped tablets in a number of eastern and midwestern markets and expanded distribution of the package in 1960. Early this year Miles began testing a citrus-flavored Alka-Seltzer in Spokane and Denver.

Alka-Seltzer—which actually competes in two markets, as a remedy for headaches and as a remedy for stomach upsets—is far out in front as a stomach upset remedy, and is among the top three or four products in dollar volume in the headache remedy market, of which it probably has 20%.

■ Of the home remedies, which account for more than 90% of the Miles total ad budget, Alka-Seltzer gets by far the largest expenditure—more than $10,000,000 in 1960.

One-A-Day vitamins—one of the largest selling multiple vitamin products—received the second highest ad expenditure in 1960: $6,500,000. Heavy promotion to introduce Chocks—about $1,175,000, largely in spot tv—resulted in the chewable vitamin rapidly becoming the number one single seller in the children's vitamin field.

Bactine antiseptic received an expenditure of about $900,000. During the year two new packages were introduced—a 2 oz. plastic squeeze bottle and a 4 oz. glass bottle with sprayer.

Nervine, the original Miles product, received an ad expenditure of about $550,000. The introduction of a new capsule form of Nervine began early in 1961 and supplements the liquid and effervescent tablet forms.

Miles spent about $230,000 in spot tv for Ariden, still in test market.

The company began construction of a $3,500,000 research center in Elkhart in 1960, with completion scheduled for fall of this year.

■ The Miles history falls into three major eras:

- First was the period from 1884 to 1930 when Dr. Miles Nervine was the principal product and the company's promotion was done by almanacs and calendars. By 1930 Miles was doing a volume of about $2,000,000 a year, with more than

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200 employes. There was almost no foreign business.

• The next period, from 1930 through 1945, was noted for the introduction and rapid growth of Alka-Seltzer. The company started its professional pharmaceutical division with Ames Co., and a diversification program began. During this period sales volume climbed from $2,000,000 to $16,000,000.

• The present day era runs from World War II until now. This period saw continued growth of Alka-Seltzer, the rapid development of vitamins and the company's entry into the chemical business through purchase of Sumner Chemical Co. and later Takamine Laboratories.

In 1958 Miles began a marketing reorganization which resulted in its present operating divisions. Miles Products now markets the home remedies in the U.S.

As part of its diversification program, Miles acquired Dome Chemicals, New York, in October, 1959. Dome, which produces dermatologicals for the medical profession, currently markets more than 50 products and accounts for more than a third of all sales in the field of hydrocortisone products. Dome, which is being operated as a Miles wholly-owned subsidiary with administrative and manufacturing operations in New York, introduced several new products, including Lida Mantle, Neo Lida Mantle, Domoform, Carbo Dome and Carbo Cort during the year.

Miles Chemial Co., a division of Miles Laboratories, was formed early in 1959 from the former Sumner Chemical Co., maker of organic chemicals, Takamine Laboratories division, maker of enzymes, and Miles citric acid operations. Physical properties for the chemical activities are in Zeeland, Mich., Clifton, N.J., and Elkhart, Ind., headquarters for the division.

Miles Chemical Co. is looking for rapid growth in three main areas: (1) citric acid and related compounds, from an enlarged plant put into operation in 1959, (2) a new polymeric dialdehyde, Sumstar, which Miles expects will find large-volume applications in a broad range of industries including textiles, paper, plastics, leather and adhesives and (3) expanded enzyme production, particularly those applicable to the animal and poultry feed industry.

Ames Co., a wholly owned subsidiary, markets ethical pharmaceutical products to the medical profession. Ames' principal products fall into two groups: diagnostic aids, the most important source of sales volume, and therapeutic specialties. In 1960 Ames began market testing two new products. The first, Diastix Reagent Strips, is a strip test for urine-sugar and ketone bodies. The second, Decholin-BB, is an addition to Ames' line of bile acid products. Use of Ames diagnostic tests now have been extended into the fields of veterinary medicine, pharmacological testing, microbiology and industrial chemistry.

Another operating division, Miles International, is responsible for marketing Miles and Ames products in more than 100 countries. The manufacturing plants are located in Sao Paulo, Brazil; Cali, Colombia; Mexico City; Toronto; Bridgend, South Wales; Paris, France; and Buenos Aires, Argentina. The division has begun marketing certain Dome products in Latin America and will introduce Dome products in other markets in the future. Sales of Miles International division showed an increase of 17% over the previous year, and total sales of the division reached a new high of $15,288,533 in 1960, compared with $13,114,922 in 1959.

While Wade Advertising remains the principal Miles agency, as it has since 1917, Miles Products division in 1959 named Henderson Advertising Agency, Greenville, S.C., to handle advertising for certain new products. Klau-Van Pietersom-Dunlap was named in 1959 to handle advertising for Miles Chemical Co. L. W. Frohlich continues to handle Ames domestic advertising and during 1960 added Dome Chemical advertising and professional advertising for Miles Products division. Robert Otto & Co. continues on Miles export. Intercontinental Marketing Services handles Ames international advertising.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,335,705	$ 1,636,860
Magazines	741,467	444,203
Farm Publications	———	2,500
Business Publications	538,200	458,800
Spot Television	8,132,990	7,830,830
Network Television	8,839,446	7,420,515
Outdoor	111,406	———
Spot Radio	*	1,100,000
Total Measured	19,699,214	18,893,708
Total Unmeasured	3,800,786	2,606,292
Estimated Total Expenditure	23,500,000	21,500,000

MILES PRODUCTS

MARKETING PERSONNEL

Perry L. Shupert, vp, sales and advertising
Henry Schmidt, merchandising director
E. D. Barrera, product manager
F. L. McLaughlin, product manager
C. R. Reed, product manager
J. E. Weber, product manager
James J. Mahoney, sales manager
Harold J. Beeby, advertising manager
J. S. Connolly Jr., assistant advertising manager
Oliver L. S. Joy, assistant advertising manager

AMES CO.

MARKETING PERSONNEL

Edward L. Miles, vp of public relations

Sales

C. V. Owens, director of sales
Hugh O'Malley, manager of trade relations
J. G. Thomas, sales promotion manager
Robert P. Schlegel, vp and general manager—Ames of Canada

Advertising

Charles J. Kalt, advertising manager
W. H. Wigstone, assistant advertising manager

DOME CHEMICALS INC.

MARKETING PERSONNEL

Eric Zwerling, vp, director of sales
Don Brown, advertising manager

MILES CHEMICAL CO.

MARKETING PERSONNEL

Lewis D. Williams, special projects sales manager
William J. Ferracone, general sales manager
M. P. Guina, special products manager

MILES INTERNATIONAL

MARKETING PERSONNEL

M. Perez, manager, Miles Pan American, Elkhart (western hemisphere)
Raul R. Ochoa, acting director of marketing, Miles Pan American (western hemisphere)
S. Boyce, director of marketing, Ames International, Elkhart (western hemisphere)
George E. Davy, advertising and sales promotion manager, Canada (Miles Laboratories Ltd., Toronto)
John A. Bunce, executive director, Miles products (eastern hemisphere), (Miles Laboratories Ltd., London)
T. Black, executive director, Ames Co. (eastern hemisphere), (Miles Laboratories Ltd., London)

ADVERTISING AGENCIES

Wade Advertising, Chicago—Miles consumer products—Hal H. Thurber, president and group supervisor; Sidney B. Mcalister, vp and account executive; John P. McElroy and David N. Nelson, account executives.

Wade Advertising, Hollywood—Miles California Co., which handles all products in California, Washington, Oregon and Hawaii—Paul McCluer, account supervisor; Snowden Hunt, account executive.

Henderson Advertising Agency, Greenville, S. C. —Miles Products division—Fred Walker, vp and account supervisor; Len Dunlap, account executive.

Klau-Van Pietersom-Dunlap, Milwaukee—Miles Chemical Co.—Karl Ohm, account executive.

L. W. Frohlich & Co., New York—Ames domestic and Canadian—Charles Lewis, account supervisor; E. B. Schuessler, account executive. Miles Products' advertising to the medical profession—Bruce Wolff, account executive. Dome Chemicals—Bruce Wolff, account executive.

Robert Otto & Co., New York—Miles International—Philip B. Gurwick, account executive.

Intercontinental Marketing Services, New York—Ames International—Richard I. Robinson, vp and account executive.

Foreign Advertising Agents: The London Press Exchange Ltd., London (Great Britain and Eire only), R. L. Sykes, managing director; George Patterson Pty. Ltd., Sydney (Australia only), L. W. Farnsworth, managing director.

Minnesota Mining & Mfg. Co.

	1960	1959
Sales	$549,675,000	$500,675,000
Earnings	70,692,000	63,564,000
Advertising	8,000,000	5,000,000

Minnesota Mining & Mfg. Co., St. Paul, the nation's 94th largest advertiser, reported an advertising expenditure of $8,000,000 in 1960. This was about a 60% rise from $5,000,000 in 1959.

Playing a large role in the increase were expenditures for the Revere Camera Co., acquired in midsummer of 1960, and stepped-up campaigns for two fairly new products—Thermo-Fax copying machines, which faced intensified competition, and Scotchgard stain repeller.

Earnings rose 11.2% to $70,692,000 in 1960, as sales increased 9.7% to $549,675,000.

The company manufactures some 27,000 different products in a wide variety of fields. More than 20% of the company's sales are in products developed in the past five years.

The Federal Trade Commission last year described 3M as the largest manufacturer of electric insulation tapes and other tapes in the U.S. Scotch brand tapes, for example, are reportedly used in 75% of all households. The company is the primary supplier of Videotape.

■ Minnesota Mining's products include more than 300 varieties of Scotch brand tapes; Thermo-Fax copying and microfilm machines and supplies; abrasives, adhesives, coatings, sealers and chemicals; Scotchlite reflective products; Scotchgard textile stain repeller; Revere and Wollensak photographic and tape recorder equipment; Sasheen ribbon and non-woven fabrics; Weatherban building sealers; Scotchpak heat-sealable polyester film, and Codit reflective ink and reflective liquid.

More than 140 different trademarks are used, some of them for a large number of products.

Units of Minnesota Mining include these divisions: Chemical; adhesives, coatings and sealers; coated abrasives and related products; electrical products; magnetic products; duplicating products; printing products; reflective products; reinforced plastics; roofing granules; industrial tapes; retail tapes and gift wrap, paper products and international.

Among other 3M units, subsidiaries or affiliates are Irvington division (electrical insulating materials and coated products); Mincom division (instrumentation); Thermo-Fax Sales Inc.; Mutual Broadcasting System; National Advertising Co.; Big Rock Stone & Material Co.; Derby Sealers Co.; Mid-States gummed paper division; Zenith Plastics division; American Lava Corp., and Revere Camera Co.

■ At year's end, there were 15 manufacturing plants operating in ten foreign countries.

In April, 1960, the company acquired the Mutual Broadcasting System. Its operations as a wholly-owned subsidiary are reflected in 3M's 1960 sales and earnings. In August, 1960, the Revere Camera Co. was acquired, along with its subsidiary, Wollensak Optical Co.

In 1960, 3M spent roughly 4% of sales, or about $21,800,000, for laboratory activities. In 1961, the figure for research and development is expected to rise to about $25,000,000.

Regular Features Back Next Week

The regular lineup of features (Creative Man, etc.) has been omitted from this issue to provide space for the extensive material about the 100 leading advertisers of 1960. The usual features will be back next week.

The new products division sifts hundreds of ideas from many sources each year, turning over promising ideas to established division laboratories where related work is in progress. An outstanding development can, and has, lead to establishment of a new division.

■ The industrial tape division's sales and profits continued their upward trend last year, despite increased competition. Sales of Scotchpak film, however, did not reach expected levels "primarily due to a slower-than-anticipated public acceptance of the boil-in-the-bag or heat-in-the-package concept for precooked foods," the company said. The film was launched in 1958.

Stronger competition dented sales of transparent tapes (retail tape division) for home and office use last year, but sales to commercial users held slightly above the previous year's level. Scotch brand surgical tape and hospital masks were among the products launched during the year. Other new products introduced or given national distribution in 1960 included a lint remover, dusting fabric and typewriter type cleaner. Gift wrap paper was discontinued, but sales of decorative ribbon increased. The gift wrap and fabric division in 1960 added a new ribbon line and preformed medical and industrial masks.

At year-end the retail tape and the gift wrap and fabric divisions were combined, and a medical products group was given responsibility for the growing 3M line of medical products, including molded medical masks, microporous surgical tapes and surgical tapes.

Scotch-brite brand non-woven scouring pads reached national distribution this year. A companion Scotchbrite pad has been introduced for general cleaning and finishing. For the auto reconditioning field, a car seam sealer, fast tack adhesive and adhesive cleaner were introduced.

Scotchgard stain repeller for the textile industry showed a marked sales increase in 1960. Last spring this product received ad support in magazines and was also heavily promoted in eight European countries.

Reflective products' sales increased steadily during 1960. Benefiting from state highway signing programs were Scotchlite reflective sheeting, Centerlite reflective marking compound, Scotchcal film and Codit reflective liquid. New products included two different specialty films.

Pre-sensitized plates and chemicals for lithographers increased in volume appreciably during 1960, but sales of letterpress supplies declined.

■ In spite of greatly increased competition, sales of copy paper for the Thermo-Fax line of copying machines increased. Three new products, including a paper offset plate that can be made in seconds, were introduced by the duplicating products division.

National Advertising Co., a wholly-owned subsidiary specializing in erecting and maintaining highway advertising signs on contract, increased its sales last year. The subsidiary has diversified and has established a new shopping center network, a franchised sign operation in parking lots of major shopping centers.

For the magnetic products division, 1960 was the best year to date. Markets for magnetic tape continued to expand in various fields. Several new types of specialized tapes were introduced, and a new magnetic tape production plant is one of 3M's newest facilities.

Foreign sales in 1960 rose to $117,000,000, up 23% from 1959.

Minnesota Mining used about 300 general magazines and business publications for its advertising. About 70 of them are used by more than one division; some are used by as many as seven or more divisions.

■ The company's advertising structure was reorganized in December, 1959. Advertising managers and supervisors of the various divisions who formerly belonged to a central advertising staff, were put under the direct control of the division or divisions for which they worked. Early in 1960, a new corporate advertising staff, functioning as a coordinating and service unit, was developed. George W. Sandell, a veteran of the 3M advertising department, was transferred from general manager of Thermo-Fax Sales to staff advertising administrator.

Under the new setup, divisional advertising supervisors work directly for their divisions, and the central advertising staff maintains, among other things, art supervisory services, display services and packaging supervision. The central staff has 17 defined functions.

During the year, Minnesota Mining appointed Klau-Van Pietersom-Dunlap, Milwaukee, as agency for industrial tapes, billing about $200,000. This segment was taken from Batten, Barton, Durstine & Osborn. Erwin Wasey, Ruthrauff & Ryan, St. Paul, was appointed for Revere and Wollensak products; the agency's New York office was retained for medical products. Jones Frankel Co., Chicago, previously handled national advertising for Wollensak Optical Co. and print advertising for Revere Camera Co. Keyes, Madden & Jones, Chicago, formerly handled radio-tv advertising for Revere.

In February, 1961, 3M permanently ended merger negotiations with Warner-Lambert Pharmaceutical Co. The talks were suspended in December, 1960, pending a study of the merger plan by the Department of Justice. It had not expressed any opinion on the legality of the merger.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 442,772	$ 190,043
Magazines	1,787,518	1,437,399
Farm Publications	24,865	12,906
Business Publications	1,800,000	1,025,400
Spot Television*	1,373,260	527,890
Network Television	70,176	466,730
Total Measured	5,498,591	3,660,368
Estimated Unmeasured	2,501,409	1,339,632
Estimated Total Expenditure	8,000,000	5,000,000

***Includes $22,830 for dealers in 1960, and $26,880 in 1959.**

MARKETING PERSONNEL

Joseph C. Duke, exec vp, sales administration

Advertising (Staff)

G. W. Sandell, staff administrator
E. P. LeMay, staff services supervisor
J. E. Linstroth, display supervisor
P. H. Schubring, packaging supervisor
R. J. Moss, production supervisor

Advertising (Divisional)

C. O. Moosbrugger, division advertising director, retail tape and gift wrap, industrial tape, international
R. F. How, advertising manager, retail tape and gift wrap division
R. E. O'Kieffe, contact supervisor, retail trades tape division; surgical products
Mrs. S. E. Clevenger, contact supervisor, gift wrap and fabric division
H. J. Huerth, advertising supervisor, variety trades
G. K. Jordan, advertising supervisor, industrial trades tape division
N. S. George, manager of advertising and

marketing services, international division

H. M. Bergh, sales promotion manager, duplicating products division

R. T. Stratton, advertising supervisor, duplicating products division

C. D. Willey, advertising supervisor, printing products division

M. A. Nelson, advertising manager, reflective products division

C. B. Brandon, advertising manager, coated abrasives and related products division

G. W. Crain, advertising manager, adhesives, coatings and sealers division

S. C. Prater, advertising manager, chemical division

A. C. Boysen, advertising supervisor, electrical products division

C. J. Andrews, advertising supervisor, magnetic products division

F. E. Dettloff, contact supervisor, reinforced plastics division, roofing granules division, new products division

C. M. Kent, advertising supervisor, Microfilm products

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn—abrasives and related products, electrical products—R. Ellis, account supervisor.

Erwin Wasey, Ruthrauff & Ryan—duplicating products, printing products, reflective products—S. Osborn, account supervisor. Medical products—Al Wilson, account supervisor.

MacManus, John & Adams—Scotch brand products, adhesives, coatings and sealers, magnetic products, ribbons and gift wrap—R. Garrison and W. Everson, account supervisors.

Klau-Van Pietersom-Dunlap—industrial tapes—T. Scannell Jr., account supervisor.

Reach, McClinton & Co., Los Angeles—Mincom division.

Cockfield, Brown Co., Montreal—3M Canada.

REVERE CAMERA CO.

Chicago

MARKETING PERSONNEL

J. C. Landen, Director of Marketing

Advertising

Bob Culligan, Advertising Supervisor

ADVERTISING EXPENDITURES

	1960
Magazines	$ 46,630
Radio & TV	300,000

ADVERTISING AGENCY

Erwin Wasey, Ruthrauff & Ryan, St. Paul. Roger Pierce, account supervisor.

MUTUAL BROADCASTING SYSTEM

New York

MARKETING PERSONNEL

Philip D'Antoni, sales manager

Advertising

Irv Lichtenstein, director of advertising, promotion & sales department

ADVERTISING AGENCY

Erwin Wasey, Ruthrauff & Ryan, New York. Robert David, account supervisor.

NATIONAL ADVERTISING CO.

Chicago

MARKETING PERSONNEL

R. R. Garrett, marketing manager

R. C. Olney, general sales manager

Advertising

W. C. Don Carlos, Advertising Manager

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, Minneapolis, Minn.

AMERICAN LAVA CORP.

Chattanooga, Tenn.

MARKETING PERSONNEL

W. H. Rennick, sales manager, Steatite division

J. B. Shacklett, sales manager, Titania division

ADVERTISING AGENCY

Power & Condon, Chattanooga, Tenn.

Philip Morris Inc.

	1960	1959
Sales	$506,412,000	$498,456,000
Earnings	20,984,000	19,590,000
Advertising	29,500,000	26,000,000

Philip Morris Inc., New York, the nation's 28th largest advertiser, boosted its advertising expenditures by about 13% to $29,500,000 in 1960.

Biggest share of the increase went into network television, with the company sponsoring five CBS-TV series, in addition to public service documentaries and professional football games. Magazines and newspapers also benefited from Philip Morris' stepped-up advertising outlay.

Unit cigaret volume and dollar sales during 1960 set a new company record, while earnings increased for the seventh consecutive year, jumping 7.1% over 1959.

Increases continued in the first half of 1961. Sales rose 3.5% to $258,465,000 from $249,727,000 in the 1960 first half. Net income was $10,441,000, up 3.1% from $10,127,000 in the previous first half.

■ Major marketing step of the year was introduction of Philip Morris Commander last September. The king-size brand was launched with a multi-million-dollar advertising effort. A total of 104 newspapers in 73 markets were used, in addition to *Coronet*, *Life*, *Look*, a half-dozen tobacco publications, spot tv, spot radio and the company's regularly sponsored network tv shows.

The 85mm non-filter Commander, which replaced the 80mm Philip Morris long, was introduced in a newly designed blue, red, gold and white soft pack which con-

ANNOUNCEMENT

Circulation of the Hagerstown Herald-Mail increased nearly as much last year as in the previous three years.

Circulation in the Second quarter of 1961 gained 1,236 over the same period of 1960. From 1957 to 1960 the circulation increase was 1,406. This year's increase is nearly five times greater than the gain from 1959 to 1960.

The combined 5-day average circulation is now 30,340*. There has been no rate increase.

For complete information about The Herald-Mail, see our national representative, Burke, Kuipers & Mahoney or write directly to this newspaper.

***Based on ABC Reports, Second Quarter**

The Hagerstown Herald-Mail
Hagerstown, Maryland

INSIDE SOLID CINCINNATI:

GATES 6-7-9
NO SMO
GATES 6-7-9

"Yeah, Joe was telling me these Cincinnati Enquirer families have $600 more a year to spend than the average Cincinnati family."

..................SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

tinued the identity of the Philip Morris brand but added some new visual elements. Subsequently, the Philip Morris regular pack was restyled to conform to the Commander package. Commander is produced on Philip Morris' newly acquired cigaret machine, the Mark VIII, which the company says offers a "vacuum-clean" cigaret with "clean-cut ends" and a smoke of "uniform consistency."

In the ten months since it was launched, Commander has been able to reverse the declining curve of the Philip Morris brand, a cigaret which had been losing ground for the past ten years. When Commander appeared on the scene, Philip Morris had reached a low of 10 billion in unit sales (compared with 36.5 billion in 1952), but in the past ten months Commander has helped boost sales of the Philip Morris brand to 11.5 billion units, slightly above the 1959 total figure.

The animated "Commander" character who appeared in the brand's initial tv commercials has since given way to real-life robust types who dominate its tv and print ads. Commander's ad plans for the second half of 1961 call for spreads in *Life* and *Look*, back covers in *Ebony*, *Esquire*, *Sports Illustrated*, *New Yorker*, *Time*, *TV Guide* and *U.S. News & World Report*, spot tv in the top 22 markets, spot radio in the top 16 markets, network tv and network radio.

■ Marlboro, a king-size filter marketed in both the flip-top box and soft pack, increased its unit sales from 21 billion in 1959 to 22.4 billion in 1960, according to the annual *Business Week* survey. In March 1961, PM launched its first campaign to the farm market for Marlboro, scheduling six b&w page ads in *Farm Journal*.

Parliament, another king filter, marked time in 1960 at 10 billion unit sales. Alpine improved its share among the mentholated king filters and jumped from 21st to 18th among all cigaret brands. When Alpine left Doyle Dane Bernbach in February, 1961, and finally settled at Leo Burnett Co. two months later, Alpine billings were estimated at $3,400,000 annually. Last May, Leo Burnett launched a newspaper, magazine, radio and tv campaign built around Alpine's new theme, "Who put the men in menthol smoking? Alpine—that's who."

Benson & Hedges, largest selling premium-priced cigaret, was re-packaged last August. The filter's new packet features the B&H logotype imprinted on the cellophane wrapper which is removed when the pack is opened. At the same time, the cigaret's filter system was "redesigned" and its blend "improved." The $600,000 B&H account left Doyle Dane Bernbach with Alpine and found a home in another Philip Morris agency, Benton & Bowles.

■ The Canadian subsidiary of Philip Morris, known as Benson & Hedges (Canada) Ltd., last February appointed James Lovick & Co. and Kenyon & Eckardt to handle cigaret brands. Heretofore, the subsidiary has manufactured only cigars, but is expected to begin making cigarets this fall.

During the 1960-61 season, Philip Morris was a sponsor of "Dobie Gillis," "Perry Mason," "Rawhide," "Route 66" and "Douglas Edwards With the News," all on CBS-TV. All but the news show have been renewed thus far for 1961-62. This fall, the company also will be a sponsor of the National Football League regular season games on CBS-TV for the sixth consecutive year. In 1960, Marlboro sponsored the professional league's championship game and the runner-up bowl game on NBC-TV. Rounding out its tv advertising in 1960, Philip Morris sponsored five "CBS Reports."

Continuing its program of diversification, Philip Morris, in May 1960, acquired A.S.R. Products Co., manufacturer of Gem, Pal, Personna and Ever-Ready razors and blades. Following on the heels of the introduction of the new Pal Premium Edge injector blade, the American Safety Razor Co. was re-established as a division of A.S.R. Products Co. In May, 1961, Leslie E. Parkhurst, previously ex exec vp of A.S.R. Products, was appointed president of the renewed division. In August, 1960, Terry R. Rice came from Borden Milk & Ice Cream Co. to A.S.R. Products as advertising manager, a new post.

■ For the first time in 1960, Philip Morris consolidated the results of Philip Morris Overseas into its over-all financial record. When the Venezuelan government restricted the import of U.S. made cigarets to that country last year, C. A. Tabacalera Nacional, a company in which Philip Morris has controlling interest, was established for the local manufacture of Philip Morris brands. Among other activities of the overseas subsidiaries, Marlboro was successfully introduced in West Germany, Philip Morris moved into enlarged facilities in England, and ground was broken in Canada for a new factory.

As a result of the company's expanding overseas operation, George Weissman, exec vp of Philip Morris, was appointed chairman of the board and chief executive officer of Philip Morris Overseas. He was succeeded as director of marketing by Ross R. Millhiser, a vp who had formerly been assistant chief of operations and assistant director of marketing. In addition to its subsidiaries in Canada, Australia, England and Venezuela, PM Overseas has licensing agreements in Switzerland, Panama, West Germany and the Philippines, and exports to some 104 countries and territories.

Polymer Industries, the adhesives and chemical additives subsidiary acquired by the cigaret company in 1958, completed construction of new polymerization and solvent plants during the past year. Another PM subsidiary, Milprint Inc., a flexible packaging company, "continued to reflect the highly competitive nature of the packaging industry generally, in which production capacity presently exceeds demand," according to PM's annual report. The Philip Morris Research Center in Richmond, Va., last year established two new laboratories—one for radio chemistry and one for biochemistry research.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 5,776,265	$ 4,923,560
Magazines	4,517,451	2,834,981
Farm Publications	———	324
Spot Radio	700,000	710,000
Business Publications	12,000	———
Spot Television	4,149,560	4,387,270
Network Television	11,245,448	8,595,078
Outdoor	123,427	869,386
Total Measured	26,524,151	22,320,599
Total Unmeasured	2,975,849	3,679,401
Estimated Total Expenditure	29,500,000	26,000,000

MARKETING PERSONNEL

Ross R. Millhiser, vp, director of marketing
Perry Leary, brand manager, Parliament
H. Blakeney Henry, brand manager, Philip Morris
John T. Landry, brand manager, Marlboro
Alan Bick, brand manager, Alpine
Ray H. Phillips, brand manager, Benson & Hedges and smoking tobaccos
James C. Bowling, director of public relations
Jetson Lincoln, director of marketing services

Sales

Ray Jones, vp, sales
John R. O'Connor, national sales manager
George J. Karnal, assistant to national sales manager
Robert Larkin, director of chain store sales
J. Dieleman, regional sales manager, Chicago
Max Berkowitz, regional sales manager, New York
M. B. Beckwith, regional sales manager, Philadelphia
J. M. Allen, regional sales manager, Atlanta
W. B. Morland, regional sales manager, Los Angeles
Bree Johnson, regional sales manager, Houston
J. K. O'Connell, regional sales manager, Minneapolis

Advertising

Roger M. Greene, vp, advertising
Thomas S. Christensen, advertising manager
Hamish Maxwell, advertising business manager

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Owen Smith, account supervisor. Marlboro—Martin H. Snitzer, brand supervisor; John Benson and Hall Adams, account executives. Philip Morris—William Ohle, account executive, and Edward Brand, assistant account executive. Alpine—Arthur Hohmann, account executive, and Jerry Larson, assistant account executive.

Benton & Bowles, New York—Parliament—H. O. Pattison, management supervisor; Crawford Blagden, account supervisor; John Sheedy, account executive, and Robert Duke, assistant account executive. Benson & Hedges—Crawford Blagden, account supervisor, and Carl Shedd, account executive.

National Biscuit Co.

	1960	1959
Sales	$451,794,979	$428,980,785
Earnings	27,948,613	24,500,000
Advertising	23,000,000*	22,000,000*

***Estimated by AA**

National Biscuit Co., New York, largest cracker and cookie baker in the U.S., is the 41st largest national advertiser by virtue of a 1960 estimated outlay of $23,000,000.

For the second year in a row, Nabisco decreased its spot television appropriation, and simultaneously went more heavily than ever before into network television. The company, which in 1959 sharply curtailed its magazine spending, last year added more than $1,000,000 to its appropriation for that medium.

Citing record net sales of $451,794,979—better than 5% ahead of Nabisco's best previous year, 1959—the company credited "an improved marketing program" for its sales showing. "This includes our selling activities and the merchandising of Nabisco products at the retail level, plus consumer advertising."

■ Sales for the first half of 1961 were up from 4.2% to $232,500,000, but earnings were down from $13,639,049 to $12,512,927 because of "higher costs."

"The retail food business," explained Nabisco, "has grown enormously in size and complexity, with an increasingly greater volume being done in the large supermarkets. As a manufacturer, Nabisco must first convince retailers of the merits of our products; then with further in-store efforts, we develop selling programs which are mutually advantageous.

"Consumer advertising," continued the company, "is a key part of our marketing effort. Consumers are becoming more selective in their buying, seeking better value and quality, both in products and in the service and convenience features of packaging. Advertising tells consumers about our products and why they are desirable. No single advertising medium can do this job alone and in 1960 we used a wider variety of media to better advantage."

■ Network television in 1959 accounted for the largest share of Nabisco's advertising expenditures, and totaled $7,599,142. Last year, this total was advanced to $10,347,722. In 1959, the company sponsored or co-sponsored 12 network television programs. Last year, Nabisco, aside from three one-shots and aside from rotated participations throughout the day on ABC, for which it paid $70,690, bought 18 network shows (wholly or partially). These were "As the World Turns," "Concentration," "Dough Re Mi," "Edge of Night," "Fury," "Howdy Doody," "It Could Be You," "Jan Murray," "Love of Life," "Millionaire," "Price Is Right," "Queen for a Day," "Rawhide," "Shari Lewis," "Sky King," "Truth or Consequences," "Wagon Train" and "Young Dr. Malone."

Nabisco's biggest tv expenditures in 1960 were for "Sky King," $1,888,571; "Wagon Train," $1,775,496; "Rawhide," $1,047,924; "Love of Life," $745,358; "Concentration," $634,961; "Truth or Consequences," $546,674; and "It Could Be You," $536,735. Then came "Howdy Doody," $455,130; "Edge of Night," $435,469; "As the World Turns," $416,630, and "Do Re Mi," $416,182.

Nabisco's increasingly heavy use of network television can be traced to its happy experience with "Wagon Train" and several daytime shows. Last year it said this experience had led it to conclude that television was "a most effective medium in reaching the growing number of consumers and potential customers."

■ The introduction of several new products last year was cited by the company as being responsible, in part, for record net earnings. Some of the leading items brought out last year were Bacon Flavored Thins, Baronet Creme Sandwich, Chocolate Chip Cookies, Famous Cookie Assortment, Nabisco Snack Assortment, a new family of flavors: Old Fashioned Chocolate Chip, Lemon Chip, Nut Chip and Oatmeal Cookies, and Sesame Thins. In addition, Nabisco adopted the Millbrook name for the entire soft-baked line of its 13 bakeries. Home Town and NBC were among the previous labels used for these products.

Nabisco's Saltines have more than 40% of the soda cracker market in the U. S. and are the biggest selling brand in the field.

Nabisco reported that its international operations enjoyed "consistent gains" in sales volume last year. The company operates in Canada, England, Mexico, Venezuela and Puerto Rico. It went to Puerto Rico last December, opening a sales and distribution branch at San Juan. Last September it acquired Purina Grain Foods in Australia, consisting of 14 separate companies operating in Australia and New Zealand.

■ The Purina group will operate as a wholly-owned subsidiary called Nabisco Pty., Ltd. Purina, in Australia, was a pioneer in prepared breakfast foods. It has a product line that also includes spaghetti, macaroni, noodles, jelly crystals, coffee essence, and polishes and creams. In May, 1961, Nabisco acquired a controlling interest in Societe Anonyme Biscuits Gondolo, a leading French biscuit company.

Lee S. Bickmore, one-time salesman who later became vp for sales, advertising and marketing, was elected president of National Biscuit in April, 1960. Last December, he assumed the duties of chief executive officer on the death of George H. Coppers, chairman.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,065,049	$ 2,500,723
Magazines	3,162,396	2,001,065
Farm Publications	47,620	12,917
Business Publications	258,300	241,200
Spot Television	1,321,330	2,130,880
Network Television	10,347,722	7,599,142
Total Measured	16,202,617	14,485,927
Total Unmeasured	6,797,383	7,514,073*
Estimated Total Expenditure	23,000,000	22,000,000

***Includes $1,000,000 or more for television talent, about $625,000 for production charges and about $325,000, which the company reported was invested in spot radio commercials for Millbrook bread.**

NEW NABISCO PRODUCTS IN 1960
FAMOUS COOKIE
sesame thins
bacon thins
NUT CHIP
SNACK
OATMEAL

LINE-UP—*These are among the top products marketed in 1960 by National Biscuit Co., the nation's leading seller of soda crackers.*

NATIONAL BISCUIT CO.

MARKETING PERSONNEL

Advertising

Harry F. Schroeter, director, general advertising department

BISCUIT DIVISION

MARKETING PERSONNEL

Howard W. Wilson, director of marketing

Merchandising

Ray L. Romanet, merchandising manager

Advertising

Craig S. Carragan, director of advertising
Robert G. Criar, advertising manager
John R. Maher, advertising manager
Jeffrey S. Milam, advertising manager

ADVERTISING AGENCIES

McCann-Erickson—biscuits and crackers Farish A. Jenkins, senior management supervisor; Robert P. Mountain, management service director; David M. Ricaud, account director; John T. Newman, William H. Wubbenhorst Jr., Donald Tredwell and Russell Shaffer, account executives.

Needham & Grohmann—hotel and institutional advertising—H. V. Grohmann, account executive.

BREAD DIVISION

MARKETING PERSONNEL

Sales

Houston H. Coshatt, general sales manager

Advertising

John A. Mortimer, marketing manager
D. Philip Moss, assistant to the sales manager for advertising and promotion

ADVERTISING AGENCY

McCann-Erickson—bread—William Mulvey, management service director; August F. Guckenberger, account director; and Frank Allen, account executive.

SPECIAL PRODUCTS DIVISION

MARKETING PERSONNEL

George M. McCoy, director of marketing
Al K. Bell, marketing manager
Al Simon, marketing manager
Harry V. Wissler, marketing manager

Advertising

William J. Hecker, advertising manager
Robert J. Gillen, assistant advertising manager

ADVERTISING AGENCIES

Kenyon & Eckhardt—cereals and pet foods—L. D. Griffiths, account supervisor; Sidney B. Silleck Jr., senior account executive; John Gardner and Wendell Phillips, account executives.

Ted Bates & Co.—Dromedary products—Robert S. Congdon, account supervisor; T. L. Moore, account executive.

National Dairy Products Corp.

	1960	1959
Sales (Net)	$1,546,942,000	$1,493,180,000
Earnings	49,789,000	45,120,000
Advertising	43,000,000*	39,000,000*

***Estimated by AA**

National Dairy Products Corp., New York, the nation's 11th largest national advertiser, increased its advertising about 10% in 1960, the sixth consecutive record sales and earnings year.

U.S. and Canadian sales in 1960 rose 3.6% to $1,546,942,000, with earnings up 10.3% to $49,789,000.

Worldwide 1960 advertising and sales promotion totaled $46,995,000, or 2.8% of world sales, up from $42,600,000 or 2.7% of sales in 1959, the company reported at its annual meeting.

Worldwide sales were $1,667,176,000 in 1960, up 3.83% over $1,605,725,000 in 1959. World earnings in 1960 were $50,667,000, up 2.64% over $49,362,000 in 1959.

Sales continued their upward march during the first half of 1961, although earnings slipped back. Net worldwide sales for the first half were $885,653,000, up 6.2% from $833,883,000 in the comparable 1960 period. Net world earnings were $23,610,000, down from $25,076,000 in the previous first half.

■ National Dairy continues to be the largest company in the dairy products field and the largest producer of cheese, ice cream and salad dressings. It vies with Borden's as the leading seller of fluid milk, and Kraft mayonnaise is second only to the Best Foods products. With its three margarines—Parkay, Miracle and De Luxe—the Kraft Foods division is one of the top three margarine producers.

The company operates through seven divisions:

- Kraft Foods, Chicago, which accounts for about 50% of the company sales, with hundreds of food products, including cheese, mayonnaise, salad dressings, margarine, sandwich spreads, cooking oils, shortenings, condiments, confections, preserves and jellies, and packaged dinners.
- Sealtest Foods, New York, which the company claims to be the nation's largest processor and distributor of milk and ice cream. It also markets cream, buttermilk, skim milk, cottage cheese, butter, orange juice and other perishable products. It is organized into seven regional divisions, and its products flow into virtually every town and city east of the Rockies. This division includes the Breyer ice cream business, which sells throughout the mid-Atlantic region.
- Breakstone Foods, New York, maker of cottage cheese, sour cream, butter and other dairy products for the eastern seaboard.
- Humko Products, Memphis, refiner and distributor of vegetable oils and shortening, plus industrial chemicals derived from fats.
- Sugar Creek Creamery, Chicago, one of the largest producers of quality butter.
- Metro Glass, Jersey City, supplier of glass containers to National Dairy as well as other companies in the food, beverage, household products and cosmetics industries.
- Research and development division, Glenview, Ill., which coordinates research activities for the entire company. A new laboratory at Glenview was completed late in 1960.

■ Kraft continued its emphasis on new product development by expanding its existing product lines during 1960 and early 1961 with the introduction of two low-calorie salad dressings and three liquid dressings; two new prepared dinners (noodle-with-chicken dinner, introduced in mid-1960, and an improved macaroni-and-cheese dinner in mid-1961); peanut brittle, other confections, colored marshmallows with three new dessert toppings; whipped cream cheese and Cheez 'n Bacon sliced process cheese.

In the institutional field, Kraft introduced several convenience foods, including instant potatoes, instant onions, instant whole and non-fat milk, instant puddings and instant cocoa; hot chocolate syrup, liquid malt, maraschino cherries and cocktail onions; and a fruit-flavored drink base. To existing lines, it added two new chilled fruit products and two new shortenings.

Kraft was also active in the industrial area, introducing dip flavorings, powdered onions and garlic, and bulk ice cream toppings, as well as increasing the number of animal feed supplements.

■ Kraft continued to concentrate its advertising in network tv, magazines, newspapers and Sunday supplements. It sponsored Perry Como's "Kraft Music Hall" (NBC-TV) for the second season in 1960-61, and announced this summer that Mr. Como would sell for Kraft again in 1961-62. The summer replacement for the Music Hall is "Kraft Mystery Theater."

Heavy magazine use was augmented by newspaper supplements, r.o.p. and b&w newspaper ads in most major markets. Spot radio supported cheese and salad products in area-by-area drives across the country.

A consistent user of premiums and contests, Kraft offered its customers everything from corn cob holders to a cross-country ride with the captain of a TWA jet. Women's nylons, children's and men's stretch socks continued to be popular premiums with users

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of the three Kraft margarine brands. Other premiums included an electric bean pot and a hot dog "rollster" for Kraft Barbecue Sauce, "Dolls of Many Lands" for Natural Cheese Slices, corn cob holders with Parkay margarine, "banana boat" dishes with Kraft toppings, terry cloth dish towels for Velveeta and salad baskets for liquid dressings.

■ Last year's successful Miracle Brand Margarine "Hit Parade" promotion is being repeated this year with the addition of 12-inch LP albums to the 45 rpm single-play records offered last year.

The Caramel Apple promotion was repeated for the ninth year last October and is again scheduled for next October. Another perennial for the confection line, the Caramel-Mallow and Fudgie-Mallow promotion, was repeated in early winter months.

The Kraft Mayonnaise Cabinstakes, which last year offered vacation homes to West Coast consumers only, was repeated this summer with added prizes for vacation-happy Westerners.

During last February and March, Kraft unleashed a "Cheese for Lent" campaign of 19 color ads in magazines and 17 commercials on "Kraft Music Hall."

■ For its younger customers in 1960, Kraft ran a summer contest for Kraft Fudgies and caramels. The prize was $20,000 worth of equipment for a baseball park to be won by the baseball team turning in the highest average per man of empty Kraft candy bags.

For the young fry in 1961, Kraft awarded $5,000 and a cross-country ride with the captain of a new TWA jet to the youngster who won a Jet Puffed Marshmallow contest.

Refunds—full and/or partial—were offered in area-by-area drives on Kraft mayonnaise, Miracle Whip, the new Kraft noodle-with-chicken dinner, Kraft barbecue sauce and Kraft toppings.

Kraft also likes joint promotions, and in this spring promoted banana marshmallow pies with Pillsbury. In April it joined with the Cling Peach Advisory Board to promote two cling peach salads made with Miracle Whip.

■ Kraft's agency lineup remained the same except for shifting its industrial products advertising from Needham, Louis & Brorby to Clinton E. Frank Inc., effective with 1962 campaigns.

Overseas, National Dairy broadened its distribution of all Kraft products and early in 1961 acquired the Souther Oil Co. Ltd., vegetable oil refiner of Manchester, England.

Early in 1961, the company made its first effort to expand into milk and ice cream markets outside the U.S. by acquiring control of Dominion Dairies Ltd. of Canada for the Sealtest Foods division. The Sealtest division also increased distribution of its ice cream brands by shipping from Florida into Puerto Rico and the Virgin Islands.

Sealtest's major new product introduction in 1960 was its 900 Calorie Diet, a flavored weight-control product brought out in November. In April, 1961, the company introduced a frozen version of the product, called 900 Calorie Frozen Diet Food.

■ Sealtest continues to introduce a new flavor of ice cream every six or seven weeks, with a special package and promotion for each flavor. It has also adopted the same idea for cottage cheese, and now seasonally introduces new flavors of cottage cheese, backed by special promotions.

In network tv, Sealtest sponsored "Bat Masterson" (NBC-TV) from the fall of '58 through September 1961. Starting Oct. 11, the division will switch to "The Bob Newhart Show," a comedy show on tape originating from WNBC-TV in Burbank, Cal. Sealtest will be a sponsor three out of every four weeks.

In magazines, the division has concentrated on color pages promoting special ice cream flavors.

For milk and special products, such as orange juice, the company continues to use large-space color and b&w ads in newspapers in all key markets. In selected markets, it uses spot radio.

The division has been gradually cutting back on outdoor since 1958, and dropped it entirely in 1961. Its trade magazine campaign features ice cream and milk products via two-page color inserts in retail food and drug publications.

Product developments in the Breakstone foods division included new varieties of cottage cheese, as well as several new flavors in its growing yogurt line. The Sugar Creek Creamery division perfected a new whipped sweet cream butter in bar form.

Sealtest's total expenditure is estimated at $13,000,000, while Kraft's is about $27,000,000.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 6,022,399	$ 6,545,894
Magazines	6,267,562	6,325,250
Farm Publications	332,028	268,239
Business Publications	194,900	196,000
Spot Television	1,212,650	1,526,810
Network Television	8,529,811	6,395,377
Outdoor	179,102	758,300
Total Measured	22,728,452	22,015,870
Total Unmeasured	20,291,548	16,984,130
Estimated Total Expenditure	43,000,000	39,000,000

SEALTEST FOODS DIVISION
New York

MARKETING PERSONNEL

Glenn Gundell, vp
James F. Lunn, advertising and sales promotion manager
I. O. Hitt, manager, national account sales
Robert P. Aitken, market research manager
M. W. Alderman, manager of new product development

ADVERTISING AGENCIES

N. W. Ayer & Son, New York, all Sealtest products—Neal O'Connor, account supervisor; Roby Harrington and Stuart Minton, account executives.

Lewis & Gilman, Philadelphia, all Breyer products—John McClave, account executive.

BREAKSTONE FOODS DIVISION
New York

MARKETING PERSONNEL

E. F. Murphy, sales manager
Ray Samuel, director, marketing services
Ira Bernstein, advertising manager

ADVERTISING AGENCY

Mogul, Williams & Saylor, New York, all Breakstone products—Jules Lennard, account supervisor; Philip Whitman, account executive.

KRAFT FOODS DIVISION
Chicago

MARKETING PERSONNEL

C. G. Wright, marketing vp
Chester R. Green, director of marketing
E. J. Schwartz, director of sales distribution
R. A. Davis, general advertising manager
Paul E. Chandler, manager of public relations
Marye Dahnke, director of consumer relations
N. E. Toft, manager of marketing services
A. W. Skulstad, marketing research manager
J. J. Duffy, sales promotion manager
J. W. Pinter, national product sales manager, government sales
Dorothy Holland, director of Kraft kitchens

MARKETING GROUPS

Confections and Special Products

E. J. Coleman, marketing manager
R. M. Wilson, product sales manager, malted milk, marshmallows, all confection items, marshmallow creme
R. J. Clark, product sales manager, macaroni dinners, spaghetti dinners, noodle dinners, deluxe dinners, beef dinners
R. J. Miller, product sales manager, barbecue sauce, jellies, preserves, toppings
G. W. Mitchell Jr., product sales promotion manager, product advertising manager for all confection items
J. R. Blocki, product advertising manager and sales promotion manager for dinners, jellies and preserves, barbecue sauce, and toppings
T. H. Buescher, coordinator

Cheese, Refrigerated Dough & Citrus Products

K. M. Hart, marketing manager
F. J. Rapp, product sales manager, processed cheese, cream cheese, grated cheese, snack line, private label, refrigerated dough products
H. M. Connelly, product sales manager, natural cheese, bulk cheese, foreign type cheese, cottage cheese, whipped topping, horseradish, imports
W. H. Flury, product sales manager, citrus products
J. S. Camp, product advertising and sales promotion manager for cheese, refrigerated dough and citrus products
F. A. Sant Amour, coordinator

Oil Products

R. N. Courtice, marketing manager
W. A. Nelson, product sales manager, salad products
L. D. Crockett, product sales manager, liquid dressings, oil products, mustard
C. E. Coonrod, product sales manager, margarine products
R. P. Hogan, product advertising and sales promotion manager for salad and oil products
J. J. Wallner, product advertising and sales promotion manager for margarine
F. F. Freebus, coordinator

Institutional Products

R. S. Lochridge, marketing manager
R. G. Pilcher, product sales manager, barbecue sauce, oil, pickles, shortening, horseradish, margarine, mustard, olives, cherries, P.C. products, jellies and preserves, fresh fruit products, ketchup, salad products, syrup
M. M. Wiltshire, product sales manager, malted milk products, hot chocolate, fruit drink base, new product development
P. A. McCombs, product sales manager, all cheese products, instant dry milk, soup base, instant potatoes, instant onion, instant garlic, gelatin, puddings and pie fillings, confections, miniature marshmallows, Pillsbury products
T. H. Hough, product advertising and sales promotion manager for institutional products
W. F. Weed, coordinator

Industrial Products

H. A. Lamb, marketing manager
D. W. Stockard, product sales manager, eggs, cheese powders, edible whey, bulk cream cheese, etc.
C. G. Chesney, product sales manager, chocolate powder, stabilizers, emulsifiers, Sweet-K-Malt, bulk miniature marshmallows, regular and whipped marshmallow syrup, bulk ice cream toppings, etc.
J. J. Zima, product sales manager, animal and poultry feeds
R. W. Prenzno, product advertising and sales promotion manager
W. F. Weed, coordinator

ADVERTISING AGENCIES

J. Walter Thompson Co., Chicago—consumer advertising for cheese, salad dressings, dinners; institutional advertising for all products—Arthur C. Farlow, supervisor; Paul Lehner (cheese), Thomas O'Connell (dinners), John Anastos (institutional), G. M. Baxter (salad dressings), Floyd Van Etten (television), Dean Jones (marketing), account executives.

Foote, Cone & Belding, Chicago—confections, dessert toppings and barbecue sauce—Robert M. Trump, account supervisor; Frank T. Nesbitt, James W. Gill and Ervin E. Scuras; account executives.

Needham, Louis & Brorby, Chicago—three margarines (Parkay, DeLuxe and Miracle), shortening, mustards, oil, jellies and preserves—E. C. Dollard, management representative; Charles Ewart and Jack Copher, account supervisors; James Roos, account executive.

Clinton E. Frank Inc.—industrial products—Philip E. Bash, account supervisor; Herbert K. Butz and John D. Kenner, account executives.

SUGAR CREEK CREAMERY
Chicago

MARKETING PERSONNEL

L. P. McCoun, president
Clyde Freeland, sales manager for butter
Clarence Norman, assistant sales manager for butter and in charge of cheese sales
Don Geiger, marketing of specialty products
Russ Wood, manager, ice cream mix

ADVERTISING AGENCY

N. W. Ayer & Son, Chicago, all products—Rick Hawley, account supervisor.

National Distillers & Chemical Corp.

	1960	1959
Sales	$580,172,000	$578,299,000
Earnings	21,415,000	26,347,000
Advertising	17,927,600	18,449,000

National Distillers & Chemical Corp., New York, the nation's 53rd largest advertiser, pared its advertising investment last year, the major slice coming out of its liquor budget.

Comparisons with 1959 were complicated because National acquired several companies, and has adjusted sales, earnings and advertising estimates upward from the figures published in ADVERTISING AGE last year.

However, by either computation, National reduced its ad investment last year. Bulk of the company's expenditure went into liquor advertising, of which $14,819,928 (by the company's count) was in measured media last year. This represented a cut of some $800,000 from the 1959 expenditure of $15,648,174 in measured media. At the same time, U.S.I. Chemicals, the company's chemicals division, sliced its total advertising investment from the 1959 figure of $1,400,000 to $966,000. The Kordite division kept on an even keel at the previous year's level of $300,000.

■ National reported adjusted net sales in 1960 of $722,334,000, compared with $751,349,000 in 1959. These figures included Bridgeport Brass (acquired last June), since the merger was treated as a pooling of interests for accounting purposes. The total did not include sales by Federal Chemical Co., fertilizer manufacturer which merged with National last January. Bridgeport, whose ad investment was stepped up from $888,000 to $946,000 last year, is the country's fourth largest manufacturer of copper and brass mill products, and a growing factor in aluminum and stainless steel. It has managed National's 60%-owned titanium and zirconium-producing subsidiary, Reactive Metals Inc., since 1959.

National's actual unadjusted net income declined to $21,415,000 from $26,347,000 in 1959, despite a modest increase in sales to another record high. Liquor profits rose slightly to $39,514,000, but chemical profits slumped from $20,601,000 in 1959 to $10,516,000 last year.

■ Liquor division sales totaled $427,655,000 last year, roughly the same as the year before. But a massive chunk ($272,483,000) went in federal excise taxes, in addition to sizable state excise taxes.

The drop in chemical profits was primarily the result of a profit squeeze in Petrothene polyethylene, the company's most significant chemical product. The domestic price for polyethylene declined more than 20% between December, 1959, and July, 1960.

Sales of the Bridgeport Brass division in 1960 totaled $142,162,000, down from $173,050,000 in 1959. Net profits slumped from $7,132,000 to $2,968,000.

■ Most of National's advertising is done by the liquor division. Like most other distillers, it does not release figures on brand advertising. The most generally accepted figures are those published by the *Liquor Handbook*, which had the following breakdown:

	Newspapers	Magazines
Old Grand-Dad	$ 728,213	$1,617,937
Old Taylor	721,016	1,141,842
Old Crow	1,308,464	1,238,306
Vat 69	109,454	348,847
Gilbey's gin	394,612	714,141
Gilbey's vodka	272,347	234,306

Old Crow (bond and straight) was the fourth largest selling whisky brand in the U.S., and the leading bond-and-straight brand. According to *Business Week*, Old Crow sold an estimated 2,200,000 cases last year, 'way behind top-selling Seagram 7 Crown (blend; 7,200,000 cases), but not too far behind Seagram VO (Canadian; 2,300,000 cases) and Hiram Walker's Imperial (blend; 2,250,000 cases). Old Crow's investment in magazines was up slightly from $1,117,583 in 1959 to $1,238,306 last year. This was reversed in newspapers, where the investment was cut from $1,507,174 to $1,308,464.

Primarily a "straight" house, National had other bonds and straights among the top 30 largest selling brands. Old Taylor (bond and straight), sold some 1,175,000 cases. Magazine advertising for the brand was hiked from $966,022 in 1959 to $1,141,842, but this was offset somewhat by a cut in newspapers from $898,597 to $721,016.

FOR GIRLS WHO KNOW BOYS WHO LIKE TO EAT
DOUBLE crunchers

WHERE THE BOYS ARE—*Nestle Co. ran this ad for its semi-sweet chocolate in three teen-age magazines. The ad says that cookies made with Nestle's chocolate won top honors in three teen age magazines. The McCann-Erickson, New York, is the agency.*

■ Two other big volume brands were Old Sunnybrook (950,000 cases) and P.M. (900,000 cases), both being blends and straights. Old Grand-Dad, a bond and straight, sold some 725,000 cases. It remained the "most advertised" combination brand in magazines. Out of a total ad investment of $6,748,143 for combinations in national magazines last year, Old Grand-Dad accounted for $1,617,937. This was slightly below the 1959 investment of $1,751,258. In newspapers, the brand was also down from $978,059 to $728,213.

Among National's Scotch imports, Vat 69 got cut in both magazines and newspapers. The total investment was down $124,000 from the $582,756 in 1959.

Gilbey's Vodka, a poor third behind the perennial leader Heublein's Smirnoff, and second-place Wolfschmidt, got a bigger investment in magazines (up from $138,250 to $234,306), but it was a drop in the bucket compared with Smirnoff's $1,350,891. Smirnoff spent about $400,000 more than the year before. In newspapers, Gilbey's ranked second but was down from $327,217 to $272,347. In the same medium, Smirnoff spent $1,187,173 last year.

■ National branched out into the wine business in a big way this year when it acquired exclusive U.S. rights to distribute Prefontaines, a French brand. Official sales introduction was set for April 28 in New York. Advertising, which is being handled by Lawrence Fertig & Co., began Aug. 14. According to Allan MacDougall, vp in charge of the international division, National intends to make Prefontaines the No. 1 French brand in the U. S.

National was one of the first to launch into "blanket" corporate contracts using continuity-impact-discount (C-I-D) and other discount plans towards the end of last year. The company, like other distillers, practically ceased buying space on an individual brand basis. One of C-I-D's powerful clinchers was a letter from Fertig to newspapers last November cancelling all National's advertising, except in C-I-D newspapers.

Last May, Braddock Greene, former assistant advertising director, succeeded Alynn Shilling, vp and director of advertising, who retired. Mr. Greene took the new title of director of marketing, and headed a revamped marketing department. While no new people were brought in, the marketing division was aligned into four teams according to brands, each staffed with a marketing manager and assistant. The division comprised the former advertising, sales promotion and merchandising departments.

■ Besides the liquor field, National now enjoys an important position in four others—chemicals, metals, plastics and fertilizers. The primary products of the U.S.I. division are polyethylene resins, industrial ethyl alcohol (of which the company is the country's largest supplier), ethyl chloride, liquified petroleum gas, metallic sodium, chlorine, phosphoric and sulphuric acids, ammonia and related nitrogen-containing chemicals, chemical intermediates, and rocket fuels.

Polyethylene resins, sold under the trade name Petrothene, continued to be the company's principal chemical product. The company plans to build a plant at Houston, Texas, jointly owned by Owens-Illinois Glass Co., to make high-density (linear) polyethylene, starting in the fourth quarter of 1962. This is the only form of polyethylene not now manufactured by National.

The Kordite division added a fourth plant this year. The new facility, at Tyler, Tex., enables the division to better serve the southwest market. Kordite claims to be the first commercial producer of a new type of polypropylene film which, because of its high gloss and strength, may prove an active competitor of cellophane in the packaging field.

Kordite's experience in the development of plastic films has also led National to establish a joint venture with Royal Dutch/-Shell, called Shorko Ltd., to enter the film and packaging industries in many countries outside the U.S. and Canada.

■ By the acquisition of Federal Chemical Co. last January, National extended its operations in the fertilizer business. Federal makes and sells Federal Graduated Fertilizers and Bumpero fertilizers in 12 southern and midwestern states. The company is the oldest fertilizer manufacturer west of the Alleghanies, and operates 12 plants.

National's advertising expenditures, as reported by the company, differ slightly from those reported by the various associations and statistical bureaus. National has also provided tables adjusted to include divisions acquired since 1960. Both National's figures and those from AA's usual sources are published below:

ADVERTISING EXPENDITURES*

	1960	1959
National Distillers Products Co. (liquors):		
Newspapers	$ 7,307,881	$ 7,962,952
Magazines	5,361,076	5,302,659
Business Publications	463,700	405,000
Outdoor	1,687,271	1,977,563
Subtotal	14,819,928	15,648,174
All other forms of advertising	1,841,690	1,400,826
Total (liquor)	16,661,618	17,049,000
U.S.I. Chemicals Total Advertising	966,000	1,400,000
Kordite Division	300,000	300,000
Bridgeport Brass Division	946,000	888,000
Federal Chemical Division	175,000	175,000
Corporate	100,000	10,000
Estimated Total Expenditure	19,148,618	19,822,000

*Figures reported by National Distillers (with 1960 and 1959 tabulations adjusted, for sake of comparison, to include Bridgeport Brass and Federal Chemical, acquired in 1961).

ADVERTISING EXPENDITURES**

	1960	1959
Newspapers	$ 6,539,919	$ 8,069,376
Magazines	6,077,070	5,445,668
Farm Publications	2,627	2,075
Business Publications	500,000	450,000
Outdoor	1,905,527	1,977,563
Total Measured	15,025,143	15,944,682
Total Unmeasured	1,636,457	1,104,318
U.S.I. Chemical (Measured and Unmeasured)	966,000	1,400,000
Kordite (Measured and Unmeasured)	300,000	†
Estimated Total Expenditure‡	17,927,600	18,449,000

**Includes measured figures from AA's usual sources.

† Not listed separately in 1959.

‡ Excluding Bridgeport Brass and Federal Chemical.

NATIONAL DISTILLERS & CHEMICAL CORP.

LIQUOR DIVISION

National Distillers Products Co.
New York

MARKETING PERSONNEL

B. C. Ohlandt, exec vp in charge of sales
Ray R. Hermann Jr., vp and assistant general manager
E. J. Fleming, vp in charge of open states sales
B. W. Corrado, vp in charge of market research
Gerald Kirschbaum, vp and marketing coordinator
Allan MacDougall, vp in charge of imports and specialties

Montana NEWSPAPER Group

DELIVERS ¾ MONTANA at big discount savings!

MISSOULA
HELENA
ANACONDA BUTTE
BILLINGS
WYO.

Only 63c a line (78c bought individually) puts your ad in this prime market area. A great "package buy" . . . with frequency and bulk discounts available now.

164 Advertisers have proved it profitable!

Ask **Jann & Kelley, Inc.**
National Representatives

PBC

is proud to be in Broadcasting

Broadcasting is the industry that in one evening brought Shakespeare to more people than had ever before participated in this experience. Broadcasting has often made a magnificent contribution in the areas of public discussion, and personalities from all over the world have been brought to its microphones and cameras. This is the industry that presents great orchestras, fine plays, great entertainment, play-by-play accounts of exciting athletic contests, outstanding news events the moment they happen, invaluable assistance in emergencies, and a thousand other programs which are enlightening, desirable, and which offer new hope amidst the sometimes tawdry and cheap aspects of American life.

Broadcasting is an industry with great power and potential for good. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*

PEOPLES
BROADCASTING CORPORATION
246 North High Street • Columbus, Ohio

WNAX, Yankton, S. D. **WMMN**, Fairmont, W. Va.
WTTM, Trenton, N. J. **WGAR**, Cleveland, Ohio
WRFD, Columbus — Worthington, Ohio
KVTV (TV), Sioux City, Iowa

A subsidiary of Nationwide Mutual Insurance Company, Columbus, Ohio

Harold M. Kinder, vp in charge of control states sales
James McInerney, vp regional manager, eastern division
H. S. Hollander, vp regional manager, western division
Jack Fritsche, vp regional manager, southern division
William S. Turner, vp regional manager, central division

Public Relations

Henry L. Brown, director of public relations (corporate)
John J. Glasser, manager, trade relations (liquor division)

Advertising

Braddock Greene, director of marketing

ADVERTISING AGENCIES

Doremus & Co., New York—institutional—George A. Erickson and Marvin E. Holderness Jr., account executives.

Lawrence Fertig & Co., New York—Old Crow, Old Sunnybrook, PM, Prefontaines Old Hermitage, Old Dover, Old Log Cabin, Century Club, Jockey Club, Cedar Brook, Blue Grass whiskies, Monnet cognac, Merito rum, de Kuyper cordials, Jouvet-Chapoutier wines—Philip Lukin, Henry Bretzfield, Robert Wolfe, and Leo Begleiter, account executives.

Kudner Agency, New York—Old Grand-Dad, Old Taylor, Old Overholt, Mount Vernon, Crab Orchard, Bellows Reserve, Bellows Partners Choice and Bellows Club whiskies—Robert Watson, Henry Yaris, Lew Gotthainer, account supervisors.

Fletcher D. Richards, Calkins & Holden, New York—Gilbey's gin, Gilbey's vodka, Vat 69, Highland Nectar and King George IV Scotch whiskies—Bourbon Deluxe, Hill & Hill, Cinzano, Kentucky Colonel—E. R. Gray, account supervisor; Frank Flagg, Peter Collins, account executives.

National Export Advertising Service—export advertising—Gerald Viola, account supervisor.

CHEMICAL DIVISION

U. S. INDUSTRIAL CHEMICALS CO.

New York

MARKETING PERSONNEL

Dr. Robert E. Hulse, exec vp in charge of chemical operations
William P. Marsh Jr., vp and assistant manager in charge of chemical operations
Alden R. Ludlow Jr., vp in charge of sales

Advertising

Philip Gisser, advertising coordinator

ADVERTISING AGENCIES

G. M. Basford Co., New York—U.S.I. Chemical Co. Div. of National Distillers & Chemical Corp.—F. Messner, P. B. Slawter, C. Fulton, C. Perrin, account executives.

Albert Sidney Noble, Advertising, New York—U.S.I. feed supplements and Morea liquid feeds—T. Kangas, account executive.

KORDITE DIVISION

Macedon, N. Y.

MARKETING PERSONNEL

Sales

William Dodenhoff, vp in charge of sales

Advertising

Thomas Hanan, advertising manager

ADVERTISING AGENCY

Rumrill Co., Rochester, N. Y.—J. E. Troskosky, account executive.

Nestle Co.

	1960	1959
Sales	$160,000,000*	$155,000,000*
Advertising	14,000,000*	14,000,000*

*Estimated by AA

Nestle Co., White Plains, N. Y., a subsidiary of Unilac Inc., Panama City, Panama, was the nation's 66th largest advertiser in 1960, with an estimated expenditure of $14,000,000, about the same as in 1959.

Although measured media expenditures climbed about $1,200,000 from the previous year, the company cut back on unmeasured expenditures. Nestle invested $10,000,000 on measured media in 1960, including $5,679,000 in spot tv.

Sales and earnings figures are closely guarded by the company, but AA estimates that 1960 sales were about $160,000,000, up about $5,000,000 from 1959. If sales were included for Nestle's Crosse & Blackwell division, acquired in 1961, and the Holland-Gerber subsidiaries, sales would probably approach $180,000,000.

Nescafe instant coffee is the leading product in the Nestle line, in both dollars and units. The company pours about three-and-a-half to four times as many advertising dollars into promotion of this product as the second and third most advertised brands, Nestea and Decaf. Nescafe is reported to have about 10% to 14% share of the market, up fractionally over the previous year, but still 'way behind Maxwell House. Nestea is said to have about 30% to 40% share of the market, considerably ahead of both Lipton and Tetley teas. Decaf, with a 1.7% share, is reported to be moving close to Hills Bros. and to be outselling Chase & Sanborn in the West about two to one.

■ Other Nestle products are Quik, an instant milk drink, Ever Ready cocoa, Maggi bouillon and seasoning and Semi Sweet chocolate Morsels. The company brought out strawberry flavored Quik in 1960, backed by network and spot tv, as well as Sunday supplement promotion, and is testing banana Quik this year in three Midwest markets. Chocolate Quik is said to have an 80% share of market, ahead of Hershey and Baker's. The company also claims to "own the market" on Semi Sweet chocolate morsels.

Nestle is currently testing two other products: Keen, an instant soft drink, and Zip, a chocolate flavored syrup. Keen is being tested in four markets and Zip is being tested in two, with promotion of Zip moving slowly to allow for product and packaging variations.

The Crosse & Blackwell line was integrated into the Nestle company as a separate marketing division in May, 1961, with VanSant & Dugdale, Baltimore, retained as the advertising agency. Under the arrangement, John T. Menzies Jr., president of C&B, was named president and general manager of the Crosse & Blackwell division of Nestle.

Holland Food Corp. and Gerber Cheese Co. are subsidiary companies of Nestle. Holland and Gerber are really joint operations, both headed by James Morris, vp and general manager of the companies. Nestle acquired them about 40 years ago and they are run autonomously because their products don't fit in with the products in the Nestle line. The companies market specialized foods and cheeses, both domestic and imported, under the Swiss Knight and Wispride brands. William Esty is the agency.

In 1960, a separate vending and institutional marketing division was established by Nestle, split off from the company's bulk division, to create a force of sales specialists in these fields. Douglas B. Wells, former group product manager in the combined bulk, institutional and vending marketing division, was named general manager of the new division. The division added Crosse & Blackwell institutional products to its line of Nestle special packages and brands for the institutional and vending trades.

Overseeing all five Nestle divisions—chocolate, coffee, bulk vending and institutional and Crosse & Blackwell divisions—is R. C. Shropshire, vp of marketing, who came over at the start of 1960 from the Simoniz Corp., where he was exec vp. Last February, Nestle named Horace Barry, formerly a group product manager, advertising director. He succeeded Richard Goebel, who joined Dancer-Fitzgerald-Sample, New York, as an account supervisor.

■ Although Nestle funnelled $5,600,000 into spot tv in 1960, up about $3,000,000 over the previous year, the company's advertising strategy is to concentrate on a different product in each medium. In spot tv, Nestle's biggest advertising investment, the company spent $1,615,770 on Decaf; in network tv, Nestle paid out $676,003 of a $1,611,156 expenditure on Nescafe, the "43 beans" instant coffee; in newspapers, the company spent $446,411 of a $678,787 total in that medium on Quik, and an additional $105,240 of $164,064 in Sunday supplements on the introduction of strawberry Quik; in magazines, Nestle invested $444,140 of $1,174,132 on Ever Ready cocoa.

Nestle tied in with several companies during the past year to plug its various products. In December, 1960, the company and Aluminum Corp. of America jointly promoted Toll House morsels and Alcoa wrap in an eight-page recipe booklet and page ad in *Farm Journal*, *Good Housekeeping* and *Ladies' Home Journal*. Newspaper ads in about 70 markets included four-color Sunday supplement ads and 1,500-line two-color ads in dailies.

This spring, Nestle co-sponsored ads with Kellogg's and General Mills to promote its Morsels, EverReady cocoa, Quik and Nestle candy bars. This summer the company is promoting EverReady Sweetmilk cocoa by offering a premium of "Thermo-Serv" tumblers. In the fall, Nestle has scheduled ads on the "Garry Moore Show" on CBS radio for Decaf instant coffee.

Running throughout this year is the company's campaign for Nestea built around the theme, "Nestea—the Ceylon-crystal tea. And the wonder is, it's instant!" Four-color page ads have run in magazines, and b&w insertions in business papers. A sari-clad Miss Ceylon also helps promote the instant drink in tv and print ads with appropriate Far Eastern hand gestures. She went through her motions on spot tv and on six summer CBS tv programs this year.

The biggest single advertising effort of the year was a four-color page ad tying in Morsels and EverReady cocoa with a "Cookie-'n-cocoa party" theme in ten shelter and home service magazines—the largest list ever to carry a single chocolate ad, the company said.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 678,787	$ 1,309,016
Magazines	1,174,232	909,742
Farm Publications	112,424	17,230
Sunday Supplements	164,064	598,977
Spot Radio	650,000	590,000
Network Television	1,611,156	1,980,761
Spot Television	5,679,460	2,581,390
Total Measured	10,070,123	7,865,195
Total Unmeasured	3,929,877	6,611,861
Estimated Total Expenditure	14,000,000	14,000,000

MARKETING PERSONNEL

R. C. Shropshire, vp, marketing
H. W. R. Barry, advertising & sales promotion manager
C. W. Schlabach, supervisor advertising & sales promotion services
J. G. Crockett, marketing research manager

CHOCOLATE MARKETING DIVISION

MARKETING PERSONNEL

Donald Cady, vp, general manager
John Fairgrieve, national sales manager
T. A. Fowler, group product manager
Julian S. Scholl, group product manager
William D. Bell, brand manager
George Hafford, brand manager
Donald A. McGovern, brand manager
Herman W. Sternberg, brand manager

ADVERTISING AGENCY

McCann-Erickson, New York—all consumer chocolate products—J. P. Beresford, service director; A. T. Munro, account director; Dayton Cornish, Harry Ellsworth, Philip Geier, account executives.

COFFEE MARKETING DIVISION

MARKETING PERSONNEL

Alistair Semple, general manager
George Perlberg, national sales manager
J. E. Thompson, group product manager
Richard Herrle, brand manager
H. F. Gramstorff, brand manager
Jacques Mercanton, brand manager
W. H. Peper, brand manager

ADVERTISING AGENCIES

William Esty Co., New York—Nescafe, Maggi products—W. H. Wulfeck, account supervisor; Garth Kauffman, account executive; Harry Martin, assistant account executive.

McCann-Erickson, New York—Nestle's instant coffee, Decaf, Nestea—J. P. Beresford, service director; Jules Trieb, Robert Gernert, account executives.

VanSant, Dugdale & Co., Baltimore—Keen—C. M. Buchanan, account supervisor; E. E. Cooke, account executive.

BULK MARKETING DIVISION

MARKETING PERSONNEL

T. F. Corrigan, general manager
H. B. Burrows, assistant to general manager
R. H. Wilson, national sales manager
H. B. Rogers, manager product development
H. P. Haldt, manager hydrolysate sales
B. J. Maloney, manager government sales

ADVERTISING AGENCY

Asher, Rosston & Kremer, New York—Edgar Rosston, account supervisor.

VENDING & INSTITUTIONAL MARKETING DIVISION

MARKETING PERSONNEL

D. B. Wells, general manager
A. M. VanWagenen, assistant manager
R. H. Saunders, assistant manager for institutional marketing

ADVERTISING AGENCY

VanSant, Dugdale & Co., Baltimore.

CROSSE & BLACKWELL DIVISION

MARKETING PERSONNEL

J. T. Menzies Jr., president and general manager
P. J. Cotugro, brand manager
T. J. Moulson, brand manager

ADVERTISING AGENCY

VanSant, Dugdale & Co., Baltimore.

Pepsi-Cola Co.

	1960	1959
Sales	$157,672,258	$157,769,109
Earnings	14,180,705	13,873,843
Advertising	16,422,000	15,010,000

Pepsi-Cola Co., New York, the nation's 58th largest advertiser, once again increased its ad budget about 10% and once again reached a new earnings peak. Pepsi's profits of $14,180,705 in 1960 were more than double profits of 1954.

Local bottlers again matched the parent company expenditure, so that total advertising behind Pepsi in 1960 was in the neighborhood of $32,000,000. The company expects the total to hit $34,000,000 this year.

In the first quarter of 1961, Pepsi's sales and earnings were roughly the same as they were in the comparable 1960 quarter—a situation which the company found satisfactory "in face of the unnaturally cold weather which has affected much of the nation's population during this period."

■ The fight to overtake Coca-Cola continued in full force in 1960—and it was conducted on a world-wide scale. At the close of the year Pepsi had 237 bottling plants outside the U.S. and Canada. It sold 155,000,000 cases overseas in 1960, compared with an estimated 290,000,000 cases for Coke. Pepsi reported that overseas advertising for Pepsi (by itself and by bottlers) totaled more than $20,000,000 in 1960.

At home, Pepsi is pushing ahead to become a multi-line bottler. Teem, a lemon-lime drink introduced in 1959, is now being offered by 284 bottlers covering 54% of the nation's population. The six-flavor Patio line, introduced in 1960, is now being sold by 74 bottlers.

Pepsi's share of the bottled cola market is now 31%, compared with Coke's 52%. Ten years ago Coke held 69% of this market. In terms of gallonage, Pepsi has done even better because of the lead it had in large-size bottles. Pepsi sells 35% of the cola gallonage in bottles, compared with 21% in 1950; Coke's share has declined from 57% in 1950 to 44% in 1960. In the fountain syrup market, Coke outsells Pepsi five to one—but here too Pepsi-Cola has whittled down its competitor's lead.

Pepsi continued to be the innovator in packaging. It became the first major soft drink producer to offer a no-deposit, no-return bottle, and it began selling Pepsi in cans to the general public. New carton designs were introduced in 1960 and the bottle crown was redesigned to say "Pepsi" instead of "Pepsi-Cola." Pepsi is now available in six differently-sized bottles.

■ The company changed advertising agencies in 1960, appointing Batten, Barton, Durstine & Osborn to succeed Kenyon & Eckhardt. The new agency came up with a new advertising theme, "Now it's Pepsi for those who think young." This theme was registered in a new series of color ads depicting people who are "modern, up-to-date, youthfully vigorous, forward looking."

Pepsi
Teem
Patio
Root Beer

IN BATTLE ARRAY—*Pepsi's multi-pronged offensive against Coke features new lines and a variety of packages and bottle sizes.*

Part of Pepsi's new theme was its introduction of "The Pepsi Song" (to the tune of the standard, "Makin' Whoopee!"), replacing "Be Sociable." Teen age singer Joanie Sommers became the new voice of Pepsi-Cola by singing the new song on full flights of radio commercials, as well as video spots.

Newspapers got the bulk of Pepsi's additional advertising in 1960. More than $1,000,000 was spent in r.o.p. color alone. According to Media Records, Pepsi was the nation's second largest user of color in newspapers. The company used 2,092,998 lines in 142 papers in 99 cities. In 1959, Pepsi used 1,468,156 lines of r.o.p. color.

Pepsi reported that it was the largest advertiser in network radio with an expenditure of $1,500,000. A similar amount was spent in 1959.

Nothing was spent in network television but the company re-entered this medium in 1961.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 4,105,000	$ 3,222,000
Magazines	1,700,000	1,520,000
Business Publications	117,000	112,000
Farm Publications	2,000	12,000
Spot Television	3,119,000	2,985,000
Outdoor	1,178,000	957,000
Total Measured	10,221,000	8,808,000
Total Unmeasured	6,201,000	6,202,000
Total Expenditure	16,422,000	15,010,000

MARKETING PERSONNEL

William C. Durkee, senior vp-marketing
John J. Soughan, vp-marketing services
Philip B. Hinerfeld, vp-advertising
Charles N. Baker, vp-national sales
D. Mitchell Cox, vp-public relations
Seymour Lusterman, vp-market research
Marc A. Lefebvre, vp-field operations
Frederick G. Sorensen, vp-eastern division
Raymond C. Mock, vp-central division
Richard C. Petrie, vp-southern division
John L. Bate, vp-western division

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, New York—Don Gillespie, management supervisor; John E. Doble, account supervisor; Richard Sears, senior account executive; Don Campbell, William Brown, Lee White, Richard von Glahn, Richard Maylander, Dean Proctor, William Jay, Norman Campbell, Clark Slayman, account executives.

Pillsbury Co.

	1960†	1959
Sales	$384,962,436	$373,818,795
Earnings	7,911,265	6,541,094
Advertising	22,000,000*	23,500,000*

†Fiscal year ended May 31, 1961
*Estimated by AA

Pillsbury Co., Minneapolis, the nation's 42nd largest advertiser, is estimated by ADVERTISING AGE to have cut its advertising expenditure slightly in the 1960 calendar year. In the fiscal year ended last May 31, the company is believed to have increased its expenditure from the preceding fiscal year.

Measured media figures for 1960 are down nearly $3,000,000 from 1959, to $12,845,744, but Pillsbury increased its unmeasured—largely point of sale and co-op—to reach a total of about $22,000,000 in calendar 1960.

The company developed a new promotional angle at the retail end, termed Creative Merchandising Service, under which a complete, customized promotional program can be devised for the retail grocer. Services include storewide development displays, help in advertising and other programs. Point values are assessed to the grocer on the basis of how much service he desires, with the grocer paying off his points by purchasing and merchandising Pillsbury products.

■ Pillsbury changed its advertising strategy in 1960 and stopped using newspaper supplements in midyear; later in the year it discontinued magazine advertising. Use of daily newspapers also was curtailed. The company still spent more than $1,800,000 in newspapers (including supplements). In 1959 the newspaper expenditure was more than $5,000,000.

During the year advertising emphasis was gradually shifted to television—both network and spot—(possibly to compete more directly with a fierce competitor in cake mixes, Procter & Gamble's Duncan Hines brand, which puts about 95% of its cake mix budget into tv).

President Paul Gerot reported advertising for the company's fiscal year, ended last May 31, had been increased. Most of the increased budget went into spot and network tv in the first half of 1961 and into increased point of sale promotions during 1960. The company now co-sponsors three daytime tv shows and a nighttime tv show.

■ Pillsbury, the nation's second largest milling company (General Mills is the largest), achieved the highest sales and second highest earnings on record in the fiscal year ended last May 31. Sales rose 3% to $384,962,436. Net earnings of $7,911,265 were up 20.8% from the preceding year. Best earnings year in the company's history was the year ended May 31, 1959, when earnings were $7,913,045.

President Paul S. Gerot said: "These results represent a year of top performance for our company, extending our accumulated growth pattern of the past five years. They reflect gains in each of the three principal areas of our business." He credited the introduction of 36 new products to national markets as contributing substantially to the year's success. He also cited management's emphasis on "controlling costs and expenses while at the same time increasing capital investments and advertising expenditures to counter strong competition."

Sales gains were reported in all Pillsbury divisions but the soy division and baking mix business in Canada.

Pillsbury, which was solely a flour miller until World War II, when it added first a line of baking mixes and refrigerated dough products, has been active on the new product front in the past several years. During fiscal 1960-'61, the company introduced 16 new consumer products, more than 20 in the institutional and industrial areas and put several more into test markets. It has become the largest manufacturer of prepared food mixes in the U.S.

■ In the consumer area Pillsbury made its first major departure from the baking products field in 1959 with two potato products—instant mashed potatoes and quick hash brown potatoes—which were test marketed in early 1959 and introduced nationally late in the year. Early in 1960, a third potato product, scalloped, was introduced and now the company has in na-

TOPS ON THE CONTINENT!

For the first six months of 1961
The Montreal Star was

FIRST

IN NORTH AMERICA

IN GENERAL ADVERTISING • IN CLASSIFIED ADVERTISING

. . . among all six-day evening newspapers*

The Montreal Star

Represented nationally by O'Mara and Ormsbee Inc.

*Media Records • First Fifty report • First six months—1961

NEW
SALES LEVERAGE
FOR YOUR
PRODUCTS!

PERSUASION
POWER*

Today's Health
American Medical Association

Generated by the fact that your ad message in Today's Health is SEEN...SEEN OFTEN...BELIEVED!

Research reveals—compared to other general magazines—Today's Health is more consistently and repeatedly read. (65.4% of subscribers read all 12 issues. Each issue read an average of 3 times.) And it's believed! (66.5% place more belief in T.H. Only 1.8% regard other magazines more believable.)

What's more, products gain unique stature. (57% indicate higher regard for a product when seen in T.H. than when seen in other magazines.)

Put this exclusive force behind your product—acting on 815,000 paid subscribers, plus a bonus circulation of 1.5 million verified reception room readers.

Unequaled ability to move people to action

Monte Brown
535 N. Dearborn St., Chicago, Ill., WH 4-1500
Charles Lauer
475 Fifth Avenue, New York, 17, N.Y., OR 9-9383
Whaley-Simpson Co.
6608 Selma Ave., Los Angeles 28, Calif., HO 3-7157
700 Montgomery Bldg., San Francisco 11, Calif., SU 1-4583

Today's Health
PUBLISHED BY THE American Medical Association

tional distribution three packaged potato products: Instant mashed, scalloped, hash brown; and two in test markets: Au gratin and home fry.

A potato manufacturing division was established in 1960 to process both consumer and institutional line potato items. In June, 1960, Pillsbury bought a potato processing plant in Grand Forks, N. D., which was remodeled to go into production last fall.

Other new consumer products introduced during the year included a line of Grand National cake mixes (banana nut, date nut and chocolate nut); a line of hot bread mixes (date bread, nut bread and cinnamon streusel coffee cake); a large-size creamy vanilla frosting mix; southern corn bread mix; large-size mashed potato; four refrigerated fresh-dough products (orange Danish rolls, doughnuts, crescent rolls and fudge mint cookies).

In addition, the company developed a marketing innovation with the introduction of three similarly flavored products under a single promotional banner: Pink lemonade cake mix, angel food mix and frosting mix. In the company's industrial area the bakery mix division introduced a Bakers' Best product line of cake mixes and bases, and the institutional division introduced seven new products including cake mixes, potato products and a cookie mix.

Among the new products now being test marketed are two casserole mixes—Spanish rice and savory noodle—and French thin-rich pancake mix.

■ In September, 1958, the company changed its name from Pillsbury Mills to Pillsbury Co., officially noting its expansion into non-milling fields and officially serving notice of its plans for further expansion and diversification. As late as 1940, about 90% of Pillsbury's business involved flour. Today, although Pillsbury is making more flour than ever before, only about 50% of its business involves flour as a product.

In addition to its consumer and institutional food products, the company also markets poultry and livestock formula feeds and soybean products. Pillsbury is concentrating on exploring the new product field, and while it still markets primarily grain-based products, the company is planning to diversify further and already is marketing non-food products in grocery stores, following the acquisition of Tidy House Products Co., Shenandoah, Ia., in June, 1960.

Pillsbury formally entered the non-food consumer field with the purchase of Tidy House, manufacturer of household cleaning products. Principal Tidy House products are Dexol, a dry bleach; Perfex, a powdered all-purpose detergent; Shina-Dish, a liquid detergent; Sweet-10, a low calorie sweetener; Gloss-Tex, a liquid starch, and a number of other cleaning products.

Until early this year Tidy House products were marketed in a 20-state area, but distribution is being expanded on some of the products. J. C. Rapp, former president, has become vp and general manager of the Tidy House division. Tidy House operates a manufacturing plant in Omaha and has packaging facilities in Cleveland. In June, 1961, the Tidy House division moved its $1,500,000 advertising account from Guild, Bascom & Bonfigli, San Francisco, to McCann-Marschalk, New York. Also in June, Pillsbury named Warren P. Peterson, former marketing director of the grocery products division, as head of marketing, sales and commercial research of the Tidy House division.

"What! me peel potatoes to save 6¢ an hour?"
No more! "Hire" Pillsbury instead...New Family-Size Mashed are the saving-est!

HIRE PILLSBURY—*This ad which broke several weeks ago, is running through Sept. 10 in daily newspapers and supplements to promote Pillsbury's packaged mashed potatoes, which have risen to No. 2 spot in the market.*

■ At the time of the name change, Pillsbury also changed its articles of incorporation to permit it "to carry on any business." This was done to overcome any legal doubts that the present articles might bar entry into some fields, such as manufacturing of machinery. Pillsbury developed the Turbo-Milling process and built some machinery in its own machine shop, and the company feels that making this machinery might become a good-size business some day.

As Pillsbury enters new areas, there may be other products so far removed from food that the Pillsbury name won't be used, as in its new products of the Tidy House division. Pillsbury Co. is the fifth name for the company in its 92-year history. Besides Pillsbury Mills, the company has been called Charles A. Pillsbury & Co., Pillsbury-Washburn Flour Mills Co., and Pillsbury Flour Mills Co.

In June, 1961, Pillsbury entered the frozen foods field with the purchase of Gibbs Goodies, Ludington, Mich., manufacturer of two frozen desserts—apple dumpling and Apple Crisp. Pillsbury's first entry into the field, the acquisition was called an opportunity to enter the frozen foods business on a modest scale. The company is continuing the products under the Gibbs label. Gibbs products were assigned to Campbell-Mithun.

Starting with a single product —Pillsbury's Best flour—in 1869, Pillsbury has grown and diversified until it now markets more than 1,000 products. In addition to the new products listed above, the food processor also makes Obelisk flour (sold in the South); Globe A-1 flour (sold in the West); pancake mixes, hot roll mix, pie crust mix, cookie mixes, cake mixes, frosting mixes, dessert mixes, refrigerated fresh dough products (both Pillsbury and Ballard brands), and Sno Sheen cake flour, plus flour and mixes for institutional and bakery markets. Pillsbury also makes livestock and poultry feeds.

Through an agreement with Kraft Foods Co., all Pillsbury refrigerated products are distributed in grocers' dairy product cases by Kraft.

■ Pillsbury has completed a decentralization and divisionalization operation begun in 1956. Pillsbury's major operating areas—consumer, industrial and agricultural—now operate as complete business enterprises, handling their own production, procurement marketing and accounting.

The company's consumer area includes the grocery division, which sells all the baking mixes, flours for family use and other products sold through grocers; the refrigerated division, which sells the biscuits, rolls and cookies sold in grocers' refrigerated cases; and the new Tidy House products division. The industrial area includes the bakery flour division, bakery mix division, institutional products division, overseas division and potato division. The agricultural area includes the formula feeds division, grain merchandising division, feed ingredient merchandising division and the soy division. The consumer products contribute probably 45% of total sales, and 55% of over-all profit.

The decentralization operation puts emphasis on increased authority for sales managers and other top personnel in each division.

The company spent in 1960 nearly $11,000,000 for new plants and modernization and expansion of existing plants, and Mr. Gerot announced that a similar amount will be spent in the coming year. The leading new plant completed during the year was a flour mill in East Los Angeles. The new plant makes Pillsbury one of the largest flour millers in California. Construction was begun on a new refrigerated products plant in Denison, Tex., and a feed mill was leased at Turlock, Cal.

■ Overseas business developments during the year were the purchase of controlling interest in a flour mill in Venezuela and a French food company, Establissements, Gringoire, S.A., a manufacturer of specialty baked foods as well as a line of macaroni and hard candy products. Licensing and technical agreements were also completed with feed mills in Venezuela and El Salvador.

Pillsbury's Home Service Center program, first established 13 years ago, was expanded with the opening of a new Junior Home Service Center.

In 1960, the 12th annual Pillsbury Grand National Bake-Off, probably Pillsbury's biggest annual promotion, was held Sept. 25, 26 and 27 in the Statler Hilton Hotel, Washington. The company again produced an eight-page color Sunday supplement carried by 52 daily newspapers. The insert was built around prize-winning recipes for Pillsbury's 12th Grand National Bake-Off. The 13th annual bakeoff will be held Oct. 1, 2 and 3 at the Beverly Hilton in Los Angeles.

Always active in tie-in promotions, Pillsbury during the past year joined forces in advertising and promotion campaigns with the American Dairy Assn., Nestle Co. and Funsten Nut for a cookie promotion; with Red Star Yeast, Nestle, French, Land O'Lakes and Diamond Crystal Salt for a cook booklet; and Campbell Soup's Swanson chicken for chicken and hot rolls, among others.

■ The company is contesting a Federal Trade Commission ruling that it must divest itself of Duff properties, acquired from American Home Foods in 1952, and of Ballard properties, which Pillsbury obtained with the purchase of Ballard & Ballard Co. in 1951.

In its share of market, Pillsbury and General Mills (Betty Crocker products), have been vying for first place in cake mixes for the past several years. In 1959 the race was extremely close, and during various periods last year each could claim first place, depending on which basis of comparison was used—unit or dollar volume—but General Mills seems to be coming out on top. Procter & Gamble's Duncan Hines cake mixes are first in the market in which they directly compete, but the Duncan Hines line is smaller.

Although Pillsbury was the pioneer in refrigerated biscuits and still has the largest share of this market with its Pillsbury and Ballard brands, Betty Crocker and many other brands have jumped in with a number of products. Pillsbury continues to lead in refrigerated cookies and rolls. Previous domination of the refrigerated dough products, combined with new products, has enabled Pillsbury to account for a whopping 60% of sales, leaving General Mills with 25%, a distant second.

Pillsbury is second to General Mills in the domestic flour market, but Pillsbury is the world's largest exporter of flour. However, U.S. government foreign aid programs and nationalized milling ventures in several foreign countries continue to displace normal commercial business on franchised products. Pillsbury is working to broaden its feed line in an attempt to spirit a bigger share of the market away from Ralston-Purina Co., the strong No. 1 mixed feed producer.

A relative newcomer to the packaged potato product market, Pillsbury now has moved up from fourth to second place with 10% or 15% of the market, followed by General Mills, Minute and Borden. The French brand is first.

Campbell-Mithun, Minneapolis, and Leo Burnett Co., Chicago, handle most of the Pillsbury domestic advertising. McCann-Marschalk handles the new Tidy House division; Grant handles export advertising.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,827,082	$ 5,305,357
Magazines	2,061,002	3,300,000
Farm Publications	66,390	101,919
Business Publications	116,900	112,000
Spot Television	3,847,110	2,712,080
Network Television	4,927,310	4,222,514
Total Measured	12,845,744	15,753,965
Total Unmeasured	9,154,256	7,746,035
Total Advertising Expenditure	22,000,000	23,500,000

GROCERY PRODUCTS DIVISION

MARKETING PERSONNEL

Earl A. Clasen, vp
L. James Kennedy, marketing director, mixes
James R. Peterson, marketing director, flour and specialty products
Dean F. Thomas, national sales manager
W. H. Gribble, distribution director

ADVERTISING AGENCIES

Campbell-Mithun, Minneapolis—Pillsbury's Best flour, Ballard and Globe flours, hot bread mixes, potato products, grocery products—N. F. Best, over-all account management; Richard Wiltz, W. M. Sorem, R. A. Johnson, account directors, grocery products; R. L. Jones, account director, family flours; George Champlin, marketing manager, grocery products; Ed Teschner, account executive, family flours.

Leo Burnett Co., Chicago—Pillsbury cake and frosting mixes, variety mixes—C. R. Kopp, vp in charge of client services; J. J. Jinsetta, brand supervisor, sales promotion director. Account executives: Wayne Wiggins, strategies director; Donald Stimble, associate strategies director; H. E. Whiting, new products; D. L. Smith, copy and packaging; John Wiley, media.

BAKERY PRODUCTS DIVISION

MARKETING PERSONNEL

George S. Pillsbury, vp
H. J. Patterson, division vp (national accounts)
B. F. Cruzen, general sales manager, flour
H. D. Kreiser, general sales manager, mixes
Norman E. Groth, manager, bakery mixes
Gordon W. Stoff, product manager, institutional products
R. J. Thelen, technical director

ADVERTISING AGENCY

Campbell-Mithun, Minneapolis—Pillsbury bakery products (including institutional)—N. F. Best, over-all account management; Richard Wiltz, account director, bakery flours and mixes; William Dinham, account executive, institutional products.

REFRIGERATED FOODS DIVISION

MARKETING PERSONNEL

Arthur P. Loomis, general manager vp and James H. Owens, director of field marketing
John A. Witherspoon, national director of sales (Louisville)

ADVERTISING AGENCY

Campbell-Mithun, Minneapolis—Pillsbury and Ballard refrigerated products—N. F. Best, over-all account management; Peter Marshall and D. Ittner, account directors, refrigerated foods; W. R. Reber, account executive, refrigerated foods; James Luther, associate account executive, refrigerated foods and Gibbs products.

TIDY HOUSE DIVISION

MARKETING PERSONNEL

Warren Peterson, director of marketing
John Zylko, marketing product manager
Ed Gaither, marketing product manager
R. L. Meyer, marketing product manager
Sam Zaiss, marketing product manager

ADVERTISING AGENCY

McCann-Marschalk, New York—Charles Mittelstadt, senior vp, account supervisor; John Phillips, account executive, and Peter Hills, assistant account executive.

FORMULA FEED DIVISION

MARKETING PERSONNEL

Dean McNeal, exec vp and general manager
R. H. Barrack, advertising manager

OVERSEAS DIVISION

MARKETING PERSONNEL

A. B. Sparboe, vp
R. Vogel, director, New York
W. H. Spoor, division manager, New York
V. I. Miller, division manager, Portland, Ore.

ADVERTISING AGENCY

Grant Advertising, New York—export advertising—Walter Lurie, account supervisor.

Plough Inc.

	1960	1959
Sales	$45,917,635	$34,021,806
Earnings	3,153,551	2,656,804
Advertising	10,000,000*	7,000,000*

*Estimated by AA

Plough Inc., Memphis, the 88th largest national advertiser, hiked its ad expenditure 40% to an estimated $10,000,000 as sales and earnings soared in 1960, only in part via acquisitions.

The company reported an $11,000,000 ad budget for 1961, up 10% over 1960 and largest on record. But Plough told ADVERTISING AGE the budget is "more flexible" than formerly "due to weather conditions earlier in the year."

Plough entered network tv with an expenditure of $1,124,788 in 1960 and increased its investment somewhat in newspapers, magazines, spot tv and outdoor. The company is now a heavy user of spot radio, spot tv, network tv and newspapers, with each taking about 20% of what the company calls its "direct" consumer ad budget. Indirect (point of sale, business papers and direct mail) showed a greater increase in expenditures than did direct advertising, Plough reported.

Of $4,700,000 in unmeasured media, more than $1,500,000 went to spot radio; also included were heavy point of sale and direct mail, some co-op and a small expenditure in network radio.

Plough has 19 advertised lines. Products in the St. Joseph line received the heaviest promotion, with a total expenditure of about $1,390,000 for St. Joseph aspirin for children and $1,100,000 for St. Joseph aspirin. About $2,500,000 was spent for Coppertone products, including suntan lotion, oil and QT. Musterole, Zemo, Mexsana products and Solarcaine also received heavy expenditures.

■ Plough Inc., which has been called a "junior American Home Products," has more than doubled sales in the past five years. Sales shot up 35% to $45,917,635 in 1960 as net earnings rose 18.7% to $3,153,551. In 1955 earnings were $700,000 on sales of $21,000,000. Twenty years ago earnings were $250,000 on sales of $4,000,000.

Sales for the first half of 1961, subject to audit, totaled $25,100,000, compared with $23,500,000 in the first half of 1960. Net earnings were $1,700,000, up from $1,625,000 in the 1960 first half.

Plough attributes its growth to five factors: (1) merchandising, which includes selling and advertising, (2) diversification, (3) acquisition program, (4) building from within and (5) its management team.

Plough, a diversified company that makes proprietary medicines, cosmetics, household products and operates five radio stations, was founded 53 years ago by Abe Plough, president.

■ One of the company's major products is St. Joseph aspirin. The company currently markets 12 products under the St. Joseph name, including aspirin, aspirin for children, cough syrup, mineral oil, cod liver oil and other products.

Other lines include six Coppertone suntan and cosmetic products including the new QT (quick tanning lotion); two Musterole products (analgesic rub and liniment); two Mexsana products; five cold cure products under the Mistol name; six Penetro cold remedy products; three Zemo products (antiseptic, ointment and soap); Paas Easter egg colors and kits; and 22 hair, cosmetic, laxative, foot and other products under the brand names of Moroline, Solarcaine, Creolin, Dr. Edwards' Black and White, Nujol, Ril-Sweet, Gets-It, Alkolave, T-Tone, Nix, Penetrene, San-Man, Ever-Ready and Mufti, plus the St. Joseph Family Almanac Calendar.

Among the company's principal products, St. Joseph aspirin for children and Coppertone products showed substantial gains in sales and share of market in 1960. St. Joseph aspirin for children is the leader in the field. St. Joseph aspirin is second in the general aspirin market. Many of the Coppertone suntan items are first in their field, and Mexsana medicated powder also is first in its field.

■ Plough's subsidiaries and divisions include:

Coppertone Corp. , Miami, which distributes the Coppertone line of suntan products and warehouses and distributes the complete line of Plough products in Florida; Plough of California, Los Angeles, which warehouses and distributes the Plough line in California and seven other western states; United Corp., which operates a chain of six retail drug stores in downtown Memphis; Consolidated Distributors, an unincorporated operating division which is the exclusive distributor in western Tennessee for National Distillers Products Co., and the liquor division of McKesson & Robbins; International Distributors, which makes imports and distributes a line of packaged drugs, household products and sundries (it covers 17 states with such brands as Craig's and Medic drugs, Major's adhesives, SweeTest saccharin, Pine-Mist pine oil disinfectant and Fairway household products); and Southern Shellac Co., Memphis.

The company also has three broadcasting subsidiaries which operate five radio stations—WJJD, Chicago; WCAO, Baltimore; WCOP, Boston; WMPS, Memphis; and WPLO, Atlanta.

During 1960 Plough established a household products division which includes Southern Shellac Co. in Memphis, Webb Products Co., of San Bernardino, Cal. Norcross, Ga., acquired Jan. 6, 1960, and Dicks-Armstrong-Pontius, Dayton, acquired April 19, 1960. Webb, which makes do-it-yourself household repair items under the Duratite name, and Dicks-Armstrong-Pontius, which makes household products under the Dap name, subsequently were merged as Dap Inc.

The company's export operations embraced 86 foreign markets in 1960.

■ Plough's growth has come both from a series of acquisitions and development of new products and other internal growth. The company's formula for growth has resulted in the acquisition of 13 companies during the past four years. Three companies were acquired on July 1, 1959, when Plough bought Paas Co., maker of Easter egg colors and kits; Southern Shellac Co., and WPLO, Atlanta radio station. In 1958 Plough purchased Creolin Co. from Merck & Co., and Wm. Pearson Ltd. Coppertone was acquired in 1957.

■ Plough has constantly under survey 25 or 30 companies as possibilities for future acquisitions. Plough believes that each company it acquires must fit in with a long-range plan for development and growth and each acquisition must provide assurance of early improvment in the earnings and financial position of the parent company. The company feels that by constantly surveying 25 or 30 companies, it is possible to make from one to three acquisitions a year.

■ The Plough story began in 1908

Research Problems?

Here is a problem-solving research service that translates your thinking into well-planned questionnaires—then backs up this all-important assistance with responsible processing and precise reporting. No assignment is ever "lost in the shuffle." Whether your work involves 500 or 5,000,000 cards, you will receive the close professional supervision and sensitive understanding that STATISTICAL has acquired through long experience in working on both client and agency research problems.

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NATIONAL HEADQUARTERS
THE STATISTICAL MARK OF EXCELLENCE *104 South Michigan Avenue, Chicago 3, Illinois*
OFFICES IN PRINCIPAL CITIES—COAST TO COAST

FORT WORTH MARKET FOOD SALES INCREASE TO $635,357,000!

In the 100-county Fort Worth Market, covered **best everyday** by the Fort Worth Star-Telegram, 1960 Food Sales increased substantially over 1959 sales. The Fort Worth Market accounts for 23.6% of the total Texas Food Sales, while Metro Fort Worth makes up 6.5% of this fabulous market by itself. The entire Fort Worth Market offers a great and growing potential for increased food sales and the Star-Telegram offers unmatched coverage of this market both daily and Sunday.

Sources: Sales Management "Survey of Buying Power" May 1961

FORT WORTH STAR-TELEGRAM
Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Bay, Nat'l Advertising Manager
LARGEST COMBINED DAILY CIRCULATION IN TEXAS
without the use of schemes, premiums or contests
"Just a good newspaper"

when Abe Plough, age 16, borrowed $125 from his father and set himself up in business as Plough Chemical Co. He mixed the ingredients and packaged his first product, Plough's antiseptic healing oil (no longer on the market). Production totaled 25 packages a day. He started his company's unbroken record for continuous advertising by ordering a small newspaper ad for the product to appear regularly in the *Memphis Commercial Appeal*. In eight years production reached 500 packages a day, and by 1917, in larger quarters, production totaled 2,500 packages a day.

The company early recognized that a "must in the proprietary drug business is the obtaining of a wide distribution of brand name items." In 1920, Plough purchased St. Joseph Co., which at that time made St. Joseph Liver Regulator, which had been sold for more than 50 years. Because the brand name was well known, Plough decided it could be used to help sell aspirin and introduced St. Joseph aspirin. At the beginning, with every dozen bottles of regulator ordered, Plough gave the purchaser two boxes of aspirin free. Soon, the aspirin was outselling the liver regulator, so Plough began giving the regulator away free with aspirin.

In 1923 Plough stock was offered to the public and the product line was expanded. In 1929 the company's name was changed to Plough Inc. In order to further diversify, the company entered the broadcasting field in 1944 with the purchase of WMPS, Memphis. After several years of research on a specialized aspirin for children, Plough successfully introduced St. Joseph aspirin for children in 1947. During the 1950s, Plough purchased such products as Nujol, Mistol, Musterole, Zemo and Dr. Edwards' olive tablets—and bought four radio stations.

■ The company now has diversified further with an ethical pharmaceutical subsidiary, Plough Laboratories Inc., formed earlier this month. The initial products will be introduced early this fall and will be promoted to the medical profession through direct mail and medical journal advertising. The new subsidiary's product list will be a "short line" and will consist of specialty products directed to specific therapeutic fields.

One of Plough's most potent advertising and sales tools—a calendar—is both an advertising medium and a product. Last year some 8,500,000 of these St. Joseph Family Almanac calendars were sold to druggists, who in turn gave them to consumers as a store promotion. About 8,000,000 calendars were sold in 1959. During 1960 some $400,000 in trade and consumer advertising promoted the calendar.

Initially this calendar was given free, but in 1920, just as Plough was beginning to advertise St. Joseph aspirin, a salesman developed the following merchandising plan. He told a druggist early in the year: "If you will buy 100 calendars for $6, Plough will give you 60 10¢ boxes of St. Joseph aspirin free. As you sell them, put the dimes away and on the first of December, send $6 to Plough to pay for the calendars. You will have collected money from the free aspirin and the calendars will cost you nothing." From this plan, the present merchandising plan of the calendars was developed. The 1961 calendar featured a $25,000 contest, designed to create consumer demand for the calendars.

■ The company currently has a merchandising plan whereby independent retail druggists can purchase $1,200 of Plough products and receive free an RCA 21" color tv set. The druggist's invoice calls for him to pay the $1,200 at the rate of $100 a month so he can sell the products before he has to pay for them. Meanwhile, Plough says, the color tv set serves as an inducement to obtain the cooperation of the dealer in handling a substantial quantity of Plough products and in taking a wide assortment of items and displaying and recommending them.

One agency, Lake-Spiro-Shurman, Memphis, handles all the parent company media advertising in the U.S., as it has for more than ten years. Occasionally, in the past, Plough has used other agencies for specific product promotion or other assignments, but Lake-Spiro-Shurman currently is the company's only agency for Plough consumer product domestic advertising. Earlier this year the company named Kircher, Helton & Collett to handle the household product division, and several weeks ago named Lee Ramsdell & Co. to handle the new ethical subsidiary.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,537,960	$ 1,263,772
Magazines	862,879	822,416
Farm Publications	14,438	33,479
Spot Television	1,516,010	1,405,460
Network Television	1,124,788	———
Outdoor	237,176	198,831
Spot Radio	*	1,420,000
Total Measured	5,293,251	5,143,958
Total Unmeasured	4,706,749	1,856,042
Estimated Total Expenditure	10,000,000	7,000,000

***Spot radio, not measured in 1960, totaled more than $1,500,000.**

MARKETING PERSONNEL

Advertising

Thomas L. Greer, vp, advertising
O. K. Millard, advertising copy supervisor
Frank Morris, advertising budget manager

Sales

Landon J. Smith, vp of sales
Harold Klaus, wholesale sales manager
John Oppenhuizen, retail sales manager
Dave Auslander, retail field manager
F. J. Condon, promotions manager
Jess Brownfield, manager of supermarket and chain variety sales

ADVERTISING AGENCIES

Lake-Spiro-Shurman, Memphis—all media advertising in the U. S.; Avron Spiro Sr., president and account supervisor; John C. Legler, account executive.

Grant Advertising—advertising in countries outside the U. S.

Lee Ramsdell & Co., Philadelphia—all ethical advertising; R. T. Krepela, account executive.

Kircher, Helton & Collett, Dayton household products division—Norman E Van Zant, account executive.

Procter & Gamble Co.

	1960†	1959
Sales	$1,541,904,779	$1,441,584,293
Earnings	106,632,804	98,078,076
Advertising	127,000,000*	123,000,000*

†Fiscal year ended June 30, 1961
***Estimated by AA**

Procter & Gamble Co., Cincinnati, remains in its position as the nation's second largest advertiser in 1960 with an increase in its advertising expenditure to $127,000,000.

Sales rose 7% to more than $1.5 billion, as earnings increased 9% to $106,632,804 in the fiscal year ended last June 30.

Last year the company continued to increase its television advertising, where it puts the great bulk of its ad expenditures—$102,000,000 in 1960, up from $95,000,000 in 1959 and $84,000,000 in 1958. Last year network tv was cut to $46,400,000 from $50,300,000 in 1959, but spot tv was boosted more than $10,000,000 to $55,684,000. Newspaper expenditures were cut $2,000,000 to $4,276,000 and magazines remained about the same at $3,500,000.

The tv lineup for 1960 included partial or full sponsorship of "Search for Tomorrow," "Guiding Light," "As the World Turns," "Edge of Night," "Truth or Consequences," "It Could Be You," "Loretta Young Show," "Make Room for Daddy," "Cheyenne," "Rifleman," and "The Real McCoys." The schedule this fall includes the same programs, plus "The Joey Bishop Show," "Dick Van Dyke," "Margie," "Car 54, Where Are You?" and "Frontier Circus."

ST. JOSEPH CALENDAR
CENTRAL DRUG STORE
CENTRAL CITY, USA
FREE!
WIN $10,000
1962 ST. JOSEPH CALENDAR
1 2
3 5 6 7 8 9
10 11 12 13 14 15
17 18 19 20 21 22 23
26 27 28 29 30

PROMOTION CALENDAR—*This is the first page (starting with December, 1961) of the 1962 St. Joseph calendar which is both an advertising medium and a product for Plough Inc. About $400,000 was spent promoting the 1961 calendar, which featured a $25,000 contest.*

■ New products and deepening market penetration played major roles in the P&G picture again in 1960. New products introduced included:

- Gain liquid detergent, which moved from Albany into the Wilkes-Barre and Scranton market and a ten-county area including Toledo. Another heavy-duty laundry product, Salvo detergent tablet, was launched in the San Diego and Oklahoma City areas and now covers about a fourth of the country.
- Tide Redi-Paks have been brought into marketing areas around Jacksonville, Fla., San Diego, Baltimore and Harrisburg, Pa.
- Downy fabric softener is available in about a fifth of the nation.
- Crisco oil, a clear soybean cooking oil, was first tested in Colorado and has now expanded into upper New York State.
- Puffs facial tissue was introduced in Cleveland, St. Louis, Columbia-Jefferson City, Kansas City and Cincinnati. It has since been moved into midwestern markets in Michigan, Ohio, Illinois and Indiana.
- Duncan Hines Dutch-Topping cake mixes were launched in the Pittsburgh, Milwaukee and Buffalo areas, and Duncan Hines Double-Fudge Brownie mix was introduced in Detroit and Philadelphia.
- Puritan oil was brought out in Salt Lake City and then moved into Arizona and Hartford, Conn.

■ Zest was No. 2 behind Armour's Dial in the deodorant bar soap field in 1960, backed by $2,339,310 in spot tv advertising. Of the company's other leading soaps, Camay, Lava, and Ivory, the latter nearly doubled its spot tv budget to $1,150,560. Ivory was the leading bar soap, while Camay trailed Lever's Lux in the toilet soap market.

Mr. Clean all purpose liquid detergent is a strong No. 1 in its market, ahead of Lestoil (onetime leader, whose head-start was overcome by P&G) and Lever's Handy Andy. In 1960 Mr. Clean was given a strong $5,043,250 spot tv push.

P&G controls about a third of the detergent market with two brands, Tide and Cheer. The two laundry leaders spent a combined total of $6,312,215 on spot tv last year. Other P&G detergents are Premium Duz, Dreft, Oxydol, American Family detergent and Dash, which is pushing hard to catch Lever's All. Dash got $4,351,030 in spot tv in '60.

P&G's liquid dishwashing detergents, Joy and Ivory Liquid, are reported to have done twice the business of their nearest competitors, Lever's Lux. Also marketed in the dishwashing field are P&G's long-established soaps—American Family, Duz, Ivory Flakes and Ivory Snow.

Rounding out the cleaning agent line are Comet cleanser (now the leader in scouring cleansers, ahead of Ajax), Spic & Span and Clorox Bleach. Clorox had a large ad budget including $2,500,310 spent in spot tv and $1,445,526 in newspapers.

■ The big break of the year for P&G was for its Crest toothpaste, when the American Dental Assn. last August recognized Crest as "an effective decay preventive agent," the first and only toothpaste to receive therapeutic acclaim from the ADA. Crest had been a distant third behind front-running Colgate and P&G's runner-up, Gleem, but in the short time since ADA's blessing has cut into Colgate sales heavily and has nearly overtaken it, leaving Gleem behind.

By June, Crest's rising share of the toothpaste market was estimated at 22% and by August it was 25%, double the share a year ago. Colgate, which once had 35%, has slipped from 33% to 28% since the ADA announcement.

For several weeks after that announcement, P&G said little, and when it did begin to advertise the ADA statement, it did so with much restraint amid rumors of a crash $20,000,000 campaign. Newspaper ads reprinting news items about the ADA's approval featured the theme, "Crest made news because it's effective against cavities—not because it's a cure-all." As sales began to move steadily upward, Crest ads played up a request to "please be patient" if stores were out of "your favorite size" tube of Crest.

In September of 1960, the Bureau of Advertising, American Newspaper Publishers Assn., reported that during the month of August, following the ADA statement, Crest unit purchases jumped 39% and dollar purchases zoomed 60%. Average weekly purchases during that month were estimated at $1,380,000, with 34% of the purchasers brand switchers—13% from P&G's Gleem, 6% from Pepsodent, 5% from Ipana, 4% from Stripe, 3% from Colgate and 3% from all other brands.

As Crest continued to capitalize on the ADA recognition, criticism from the ADA ranks and from toothpaste competitors, chiefly Colgate, began to be leveled against P&G. Dr. Leroy S. M. Miner, Boston dentist and past president of ADA, held a press conference to criticize Crest advertising and insist people are being misled into regarding the stannous fluoride tooth paste as a "panacea" and so to neglect other dental care measures.

■ The ADA came back with the pointed observation that Dr. Miner's remarks were remarkably similar to a paid editorial sent to weekly newspapers on the day preceding his press conference. U. S. Press Assn., Washington, confirmed that it had sent out the editorial, but declined to say who paid for it. In New York, Colgate-Palmolive declined to affirm or deny its sponsorship.

When questioned on the whole affair, one Colgate executive said, "I believe the recent ADA statements have the unfortunate effect of curbing free and open discussion." P&G countered, replying that the Boston dentist's charges were "ridiculous" and that "Crest advertising is a factual presentation of claims supported by years of extensive clinical testing . . . conducted according to standards established by the ADA itself."

Meanwhile, measured expenditures for Crest totaled about $1,500,000 in 1960, including $638,505 in newspapers, $569,750 in spot tv and $40,180 in magazines. This was overshadowed by the year's total of $3,500,000 for Gleem, including $3,318,940 in spot tv (nearly double the 1959 expenditure), $83,522 in newspapers and $48,600 in magazines.

■ P&G's hair care products include Drene and Prell Shampoos, and Lilt, Pace and Pin-It home permanents.

Pink Ribbon Drene was removed from the test market in 1960, as was Ivory Shampoo. Both P&G's Bridget and Pace products have been discontinued.

Duncan Hines cake mixes, a brand purchased by P&G in 1956 and not expanded to national distribution until 1960, is No. 1 in the total cake mix business, P&G reported, although General Mills and Pillsbury report they are ahead, in this field complicated by such categories as layer cake, angel food, etc. Last year Duncan Hines cake mixes were boosted with a $5,738,070 spot tv campaign and spent $873,661 on newspaper advertising.

■ In the past year there were two significant decisions in important suits against P&G. The Department of Justice dismissed anti-trust actions against P&G, Lever Bros. and Colgate-Palmolive Co. The soap companies were charged with controlling at least 75% of the soap market for a 20-year period and were said to have garnered more than 90% of the "syndet" (synthetic detergent) market in a three-year period by fixing and manipulating promotion and advertising expenses, sharing patents and dominating the trade association. In the original complaint in 1951, the Justice Department declared that no other producer had sold more than 4% of the total market, and no entry since 1926 had been able to get more than 1% of the market.

In its decision to drop the case, the Justice Department said that because of changes since the suit began, it could no longer be resolved with a decree. Noted, particularly, was a changeover from soap to synthetic detergent sales since 1952.

Last month, the Federal Trade Commission instructed an FTC hearing examiner to re-examine his 1960 ruling requiring Procter & Gamble to sell Clorox Chemical Co. The earlier decision, made by examiner Everett F. Haycraft, claimed that the entry of P&G into the household bleach field with the largest selling brand was forcing consolidations among the smaller competitors and was creating a trend toward concentration.

The recent FTC ruling stated that a "conglomerate" acquisition, such as the P&G Clorox buy, does not automatically lessen competition. Asking for a "more complete and detailed" picture of the production and merchandising techniques used by Clorox since P&G gained control, the commission ruled that the record doesn't provide an "adequate basis" for determining the legality of the purchase.

■ Principal U. S. subsidiaries of P&G are Procter & Gamble Mfg. Co.; Procter & Gamble Distributing Co.; Procter & Gamble Productions; Buckeye Cellulose Corp.; Traders Oil Mill Co.; Hewitt Soap Co.; Duncan Hines Co.; Charmin Paper Products Co.; and Clorox Co.

Principal overseas subsidiaries are in Belgium, Canada, France, Great Britain, Italy, Mexico, Peru, Philippines, Switzerland and Venezuela.

Personnel appointments in 1960-'61 included: J. S. Janney to general sales manager; R. S. Runnels to comptroller; J. W. Hanley to general manager, soap products division; O. B. Butler to sales manager, soap products division; J. R. Marquess to sales manager, food products division; A. N. Halverstadt to general advertising manager; E. H. Lotspeich to manager, advertising production division; and E. L. Artzt to manager of copy.

- P&G has made several agency assignments: Compton added Premium Duz and Crisco Oil and no longer handles Pink Ribbon Drene, which was removed from the test market. Gardner has added Jif and the Duncan Hines Dutch-Topping and Double-Fudge Brownie mixes. Grey has added Downy and no longer handles Ivory shampoo, which was removed from the test market. Benton & Bowles has added Fluffo, formerly handled by Tatham-Laird. Leo Burnett no longer handles Pace, which has been dropped.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 4,276,067	$ 6,249,563
Magazines	3,556,864	3,566,075
Farm Publications	3,695	——
Business Publications	235,000	460,200
Network Television	46,406,679	50,293,552
Spot Television	55,684,440	45,046,800
Total Measured	109,562,745	105,616,190
Estimated Unmeasured	17,437,255	17,383,810
Estimated Total Expenditure	127,000,000	123,000,000

MARKETING PERSONNEL

Sales

Thomas J. Wood, sales vp
J. S. Janney, general sales manager
O. B. Butler, soap products division sales manager
J. R. Marquess, food products division sales manager
G. A. Conwell, toilet goods division sales manager

Advertising

A. N. Halverstadt, general advertising manager
E. G. Harness, soap products division advertising manager
F. W. Dinsmore, food products division advertising manager
Joseph Beech, toilet goods division advertising manager
E. H. Lotspeich, advertising production division manager
C. C. Uhling, public relations department manager
J. W. Cochran, commercial production manager
R. E. Short, programming manager
G. R. Giroux, west coast programming manager
S. C. Potter, associate programming manager
Paul Huth, media director
E. L. Artzt, manager of copy
C. T. Gerhart, art director of packaging and advertising
D. A. Mitchell, merchandising division manager

ADVERTISING AGENCIES

Compton Advertising, New York—Account supervisors: Dale Anderson (Crisco, bulk soap shortening), John Cross (Drene, Gleem), C. S. Mitchell (Comet, Ivory Liquid), E. M. Gallagher (Duncan Hines cake mixes), Arthur V. Mountrey (Premium Duz, Cascade), Howard Kuhn (Ivory soap, Duz soap) and Richard Hurley (Crisco oil).

Dancer-Fitzgerald-Sample, New York—Oxydol, Dreft, Gain, Dash, White Cloud, Puffs, Thrill, Blossom. Chester T. Birch and Clifford H. Wolfe, account supervisors. Al Gavin, Ray Ruffley, Mike Wetherly, George Beecher, Parker Handy, Bill Scholz, Gary Boyle, account executives.

Benton & Bowles, New York—Charmin paper products, Crest, Ivory Snow, Fluffo, Prell, Whirl, Tide and Zest. Account supervisors: Jack Bowen (Crest), Bob Young (Liquid Prell), Dave Hotz (Prell Concentrate), Jack Bernhardt (Tide), Mark Becker (Ivory Snow and Fluffo), Fran Lanigan (Charmin), Chet Vail (P&G Canada, Tide, Premium Tide, Ivory Snow). Account executives: Ben Davis (Crest), Bud Johnson (Liquid Prell), Charles Millard (Zest), Alan Trei (Whirl), and George Tyrrell (P&G Canada, Tide, Premium Tide and Ivory Snow).

Leo Burnett Co., Chicago—Camay, Joy, Salvo, Lava, Secret. General account supervisor of P&G, Gordon Rothrock. Account supervisors: James Hill (Secret & Camay) and Robert Williams (Joy, Lava, Salvo). Account executives: Walter Bregman (Camay), John Tukey (Joy), Donald Keller (Lava), W. L. Rice (Salvo), and M. Trueblood (Secret).

Gardner Advertising, St. Louis—Jif peanut butter, Duncan Hines baking mixes (Early American cake mixes, Dutch-Topping cake mixes, brownie mix, pancake mixes and muffin mix)—Warren Kratky, supervisor of P&G service. LeRoy F. Porter Jr., account supervisor (Jif). Stanley H. Beals, account executive (Jif). Edward A. Langan, account supervisor (Duncan Hines). William A. Lahrmann Jr., Donald W. Osten, Wayne C. Stewart and James D. Weakly, account executives (Duncan Hines).

Grey Advertising, New York—Downy, Ivory Flakes, Big Top Peanut Butter, Lilt. Ed Meyer, P&G account supervisor, and account supervisor on Big Top. Account executives: Mike Agate (Downy), Hunter Yager (Canadian Downy and Ivory Flakes), Keith Fischer (Lilt).

Tatham-Laird, Chicago—American Family flakes, detergent, bar; Mr. Clean. Account supervisor, Paul Schlesinger (American Family and Mr. Clean). Account executives: William Focht (American Family), John Ryan (Mr. Clean, U. S.) and Horton Conrad (Mr. Clean, Canada).

Honig-Cooper & Harrington, San Francisco—Clorox—Eric Bellingall, account supervisor; Adolph Klein, account execu-

one six two
THAT'S PORTLAND MAINE

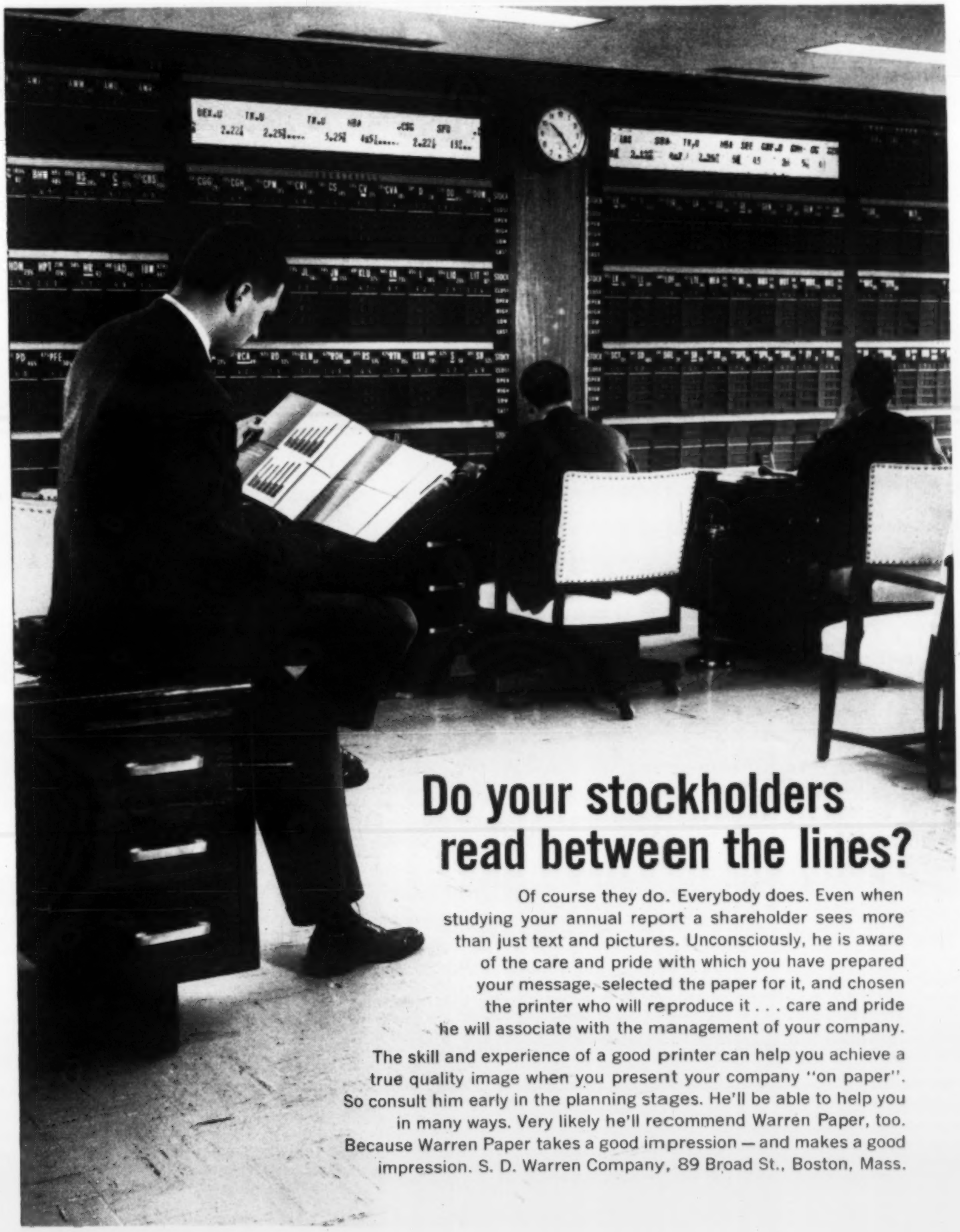
Portland is number one in the U. S. among cities under 150,000 population; an ideal testing atmosphere for any product.

Portland is number six in the U. S. among ideal testing cities regardless of population; a fact due to a consistently stable economy.

Portland is number two of all testing cities in New England regardless of size; thus the ideal city in an ideal market area. (source: Sales Management)

100% coverage of city zone   94% coverage ABC retail trade zone

PORTLAND, MAINE NEWSPAPERS
PORTLAND PRESS HERALD ★ EVENING EXPRESS ★ SUNDAY TELEGRAM
represented by Julius Mathews Special Agency



Do your stockholders read between the lines?

Of course they do. Everybody does. Even when studying your annual report a shareholder sees more than just text and pictures. Unconsciously, he is aware of the care and pride with which you have prepared your message, selected the paper for it, and chosen the printer who will reproduce it . . . care and pride he will associate with the management of your company.

The skill and experience of a good printer can help you achieve a true quality image when you present your company "on paper". So consult him early in the planning stages. He'll be able to help you in many ways. Very likely he'll recommend Warren Paper, too. Because Warren Paper takes a good impression — and makes a good impression. S. D. Warren Company, 89 Broad St., Boston, Mass.

Warren's HIGH STANDARD **printing papers make a good impression**

tive, and J. O. Mithun, account marketing executive.

Young & Rubicam, New York—Wilson H. Kierstead, account supervisor; Allan R. Gardner, supervisor (Cheer, Spic & Span). Account executives: Richard W. Nixon (Cheer), William Lane and Gale H. Terry (Spic & Span).

The Prudential Insurance Co. of America

	1960	1959
Sales	$9.8 billion	$9.9 billion
Advertising	$8,827,000	$8,350,000

The Prudential Insurance Co. of America, Newark, the 93rd largest national advertiser, boosted its 1960 advertising outlay by almost $500,000, while sales dipped nearly 2%.

Although Prudential last year cut its radio and tv expenditures by about $434,000, the company invested approximately $488,000 more in newspaper and magazine advertising, $294,000 more in canvassing literature and $129,000 more in all other forms of advertising in 1960.

Total life insurance sales were down slightly, but Prudential established record highs during 1960 in benefit payments, amounts of insurance in force, number of policyholders, interest earnings and assets.

Payments to policyholders and beneficiaries jumped from $1.35 billion to $1.5 billion. These payments included $385,000,000 in dividends, up $70,000,000 over the previous year. Living policyholders received better than two-thirds, or $1.4 billion, of the aggregate payments. The amount of life insurance in force rose to $82,183,000,000, an increase of $5,452,000,000.

The number of persons covered by Prudential insurance also set a new high of 36,000,000, an increase of roughly 1,000,000 persons since 1959.

■ For the fourth consecutive year Prudential sponsored "The Twentieth Century," over CBS-TV, a series of weekly half hour documentaries. In connection with the show, the company distributed teaching aids to about 10,000 schools and makes available 16mm. prints of the programs to schools, civic organizations, clubs and other groups.

In its print media effort, the company used *Family Weekly*, First Three Markets, *Parade* and *This Week Magazine*, a number of independent newspaper supplements, a "special events" four-color spread in the July, 1960, issue of *Life*, promotion for "The Twentieth Century" program in *TV Guide* and also *Successful Farming* and *Farm Journal*.

■ In 1961, Prudential invested a big portion of its print budget in a 16-page detachable insert in the February issue of *Reader's Digest*. Headlined, "What most people don't know about insurance," the promotion was featured on television and 1,500,000 extra copies were distributed by sales people. In July, the company ran a color spread in *Look*, featuring three types of insurance Prudential offers. Each insurance plan is tailored to the needs of couples in different age brackets, and is made the subject of individual proposal forms.

Of the following two tables, the first is from AA's usual sources, with measured media totals representing time and space costs only, and not including talent and production costs. The second, supplied by Prudential, is broken down differently to supply further information.

ADVERTISING EXPENDITURES*

	1960	1959
Newspapers	$ 2,059,397	$ 1,913,440
Magazines	350,490	74,710
Farm Publications	29,197	34,800
Business Publications	46,000	58,000
Network Television	3,766,861	3,776,169
Spot Television	26,270	——
Outdoor	175,287	81,457
Total Measured	6,453,502	5,938,576
Total Unmeasured	2,373,498	2,411,424
Estimated Total Expenditure	8,827,000	8,350,000

*Based on AA's usual sources.

ADVERTISING EXPENDITURES**

	1960	1959
Radio & TV	$ 4,421,000	$ 4,855,000
Magazines & Newspapers	2,754,000	2,266,000
Canvassing Literature	1,234,000	940,000
All Other Advertising	418,000	289,000
Total Expenditures	8,827,000	8,350,000

**Reported by Prudential.

MARKETING PERSONNEL

Henry M. Kennedy, second vp, public relations and advertising department
Henry E. Arnsdorf, director, public relations and advertising department
Kenneth L. Brooks, director of sales promotion
Joseph Hoffmann, assistant director of advertising
W. F. Hedden, advertising manager

ADVERTISING AGENCY

Reach, McClinton & Co., New York—Robert W. Robb, exec vp and general manager; Thomas P. Crolius, vp (account executive).

INSURANCE CUSTOMERS—*Full color spread in Look this summer offered three Prudential insurance plans for couples in three age brackets. Prudential covered a record 36,000,000 persons last year.*

Quaker Oats Co.

	1960†	1959
Sales	$321,842,899	$322,162,721
Earnings	13,523,132	13,166,850
Advertising	18,770,000	18,289,000

†Fiscal year ended June 30, 1960

Quaker Oats Co., Chicago, the nation's 50th largest national advertiser, reported that its increase in advertising expenditures totaled $18,770,000 in fiscal 1960, up 2.6% from 1959.

The 1961 Quaker ad budget is about the same, but with a shift to more network tv, less spot tv and increased spending in Sunday supplements.

Quaker, leading manufacturer of cereal products, flour, ready mixes, pet foods and feeds, reported that 1960 fiscal sales were down slightly, registering the first sales decline in eight years. The sales fall off was due in part at least to the depressed situation in the mixed feed industry, which, the company, reports, "is out of the slump, and doing better this year."

Despite a sales dip, Quaker earnings for fiscal 1960 rose 2.7% to $13,523,132, marking a new peak and the eighth consecutive Quaker earnings gain. In the fiscal first half ended last Dec. 31, net sales increased to $167,692,744 from $163,170,191 in the previous half, and net earnings to $7,792,820 from $7,606,554.

■ On the marketing front, several Quaker products strengthened their positions in the cereal, ready mix and dog food fields. Quaker, which made hot oat cereals a household name, reports that Mother's Oats and Quaker Oats are still doing well, both No. 1 brands in the cooked cereal market, although one report has it that cooked cereals are declining, with a current 40% share of all breakfast food sales, compared with 52% in 1946.

Quaker diversification has made possible the introduction of several successful ready mixes. An all-time favorite brand name, Aunt Jemima pancake mix, for instance, has a 32% share of the national market, ahead of Pillsbury with 27%, and Betty Crocker (General Mills) with 8%. (Betty Crocker's share is low nationally, but in its strength regions—Northwest and West—it is the leader.)

In pet foods, Quaker's Ken-L-Ration is the No. 1 wet dog food with a 17% market share, ahead of Rival with 10% and Pard with about 4%. Ken-L-Burger, canned or wet dog food, is still in the test-market stage. However, Ken-L dry dog foods—meal and treats—do not share that success in the dry dog food line—where Purina Chow and Gravy Train have captured about 40% of the market.

Quaker's Puss 'n Boots cat food is still No. 1 in its field.

■ The ready to eat cereal field contains some Quaker names—Puffed Wheat and Puffed Rice, Muffets, Shredded Wheat and Pack-O-Tens, all of which have not fared as well as cooked cereals. Puffed Wheat, for example, has about a 2% market share.

Other brands include Aunt Jemima easy mix line, Aunt Jemima and Quaker brand corn meal, Flako line of mixes, Quaker macaroni, spaghetti, egg noodles, Masa Harina corn tortilla flour, Quaker and Red Top enriched flour, Wolf brand chili and tamales, Ful-O-Pep livestock and poultry feeds, Chuckwagon charcoal briquets, and a line of industrial chemicals.

Most recent Quaker product introductions include:

- Merri-Oats, a hot flavored cereal in two flavors, introduced in test markets in New York and Indiana last November with a newspaper and tv spot campaign.
- Meat-flavored Puss 'n Boots cat food added to the line of fish-flavored cat food, with a $500,000 newspaper, spot-tv campaign in 120 markets last fall.
- Quota, new low-calorie powdered meal in three flavors for weight-watchers, was introduced last fall in Chicago, Milwaukee and Minneapolis-St. Paul. Quota was backed with newspapers and spreads in medical journals.
- Aunt Jemima Date Bread Easy Mix, added to the Quaker easy mix line, which contains a disposable baking pan and mixing bag. The new mix, introduced nationally last December with a spot campaign on networks, replaced Aunt Jemima's Oatmeal bread mix in that line.

■ Quaker has been very active in the ever-expanding convenience food field, created partly by the housewives' demand for quicker, more convenient products, especially baked goods. Decline of per capita flour consumption too, while helping to create a field for such convenience goods as mixes, posed a problem for Quaker which is also a marketer of enriched flour to consumers.

Quaker seems to be continually adding new mixes to keep up with the demand for an even greater variety of tempting mixes. Aunt Jemima Choc-o-Chip and Gingerbread cake mixes in the easy mix line, and Flako coffee cake mix with date nuggets were brought out last summer and are still being tested.

In the Chicago area, two new Quaker product introductions are Aunt Jemima Apple Crisp and Aunt Jemima Cherry Crisp, "homemade style" frozens which were to retail at 69¢ and 75¢ each.

Another marketing milestone for Quaker this March was the national introduction of Life, the company's first pre-sweetened cereal entry in that fast growing segment of the breakfast cereal market. To help make sure Life was a "real winner," Quaker tested this ready-to-eat cereal for three years prior to nationally marketing it, in eight top, widely scattered markets. Quaker reports Life sales currently are "going very well."

■ Quaker gives this breakdown of its sales: Cereals, about 28%; feed, 19%; pet foods, 18%; miscellaneous, including prepared mixes, chemicals, grains, etc., 28%.

Research and development programs are a vital part of Quaker operation. Last fall the company announced opening of its Barrington, Ill., dog and cat kennels for nutritional research for better pet food products. The laboratory is reportedly the largest and most complete facility exclusively for pet feeding and nutritional studies.

Further research is going on in the chemical division and two new impregnating compounds for specialty industrial chemicals have been developed and are sold under trade names of Fapreg and Facarb. Furset is the trade name for foundry core binders based on furfuryl alcohol now produced and sold commercially.

■ An international marketer, Quaker has foreign subsidiaries in 11 countries in Europe, Canada, Latin America and Mexico. Last June Quaker opened a small plant in Venezuela, where it will manufacture several products previously imported to that country. The company is also expanding operation of a business purchased from a former licensee in Mexico.

Quaker modernization of a grocery product plant in Peterborough, Ontario, was completed last year. But the company discontinued a flour milling operation there in a decentralization of feed manufacturing to other points in eastern Canada, after that flour and feed operation proved unprofitable.

Several personnel changes took place in 1960. J. W. Fylpaa was appointed director of sales development, replacing J. A. Donaldson. In the advertising and merchandising department, R. W. Strecker, former ad manager of hot cereals, was shifted to ad manager of Aunt Jemima mixes, replacing R. P. Einwalter. U. B. Shockley, who was ad manager of corn goods and Flako products, was named ad manager of Puss 'n Boots cat food. Mr. Shockley was replaced as ad manager by David MacKenzie, and D. B. Jamieson replaced M. Strecker as ad manager of hot cereals.

■ Agency switches: Thomas F. Conroy Advertising, San Antonio, lost the Masa Harina tortilla flour account to Glenn Advertising, Dallas, and Shaw-Hagues, Chicago, replaced L. G. Maison & Co. in handling the special program on medical advertising on oats.

Quaker advertising expenditures are based on a fiscal year, rather than the calendar year. Measured figures which AA uses are those reported for the calendar year, however, Quaker says that its fiscal expenditures are "as close to AA's measured media figures as is possible to report currently."

Quaker reported that spot radio expenditures, not measured in 1960, totaled $597,760, down from $800,000 in 1959.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 4,192,526	$ 4,060,609
Magazines	4,075,655	3,435,390
Farm Publications	25,151	71,028
Business Publications	122,500	501,000
Spot Television	2,362,270	1,859,690
Network Television	3,022,574	2,810,056
Outdoor	173,980	136,827
Spot Radio	*	800,000
Total Measured	13,974,656	13,674,600
Total Unmeasured	4,795,344	4,614,400
Total Expenditures	18,770,000	18,289,000

*Not measured in 1960. Spot radio expenditure of $579,760 reported by the company is included in the unmeasured total.

MARKETING PERSONNEL

W. G. Mason, vp, marketing

Grocery Product Sales Department

Robert D. Stuart Jr., vp, grocery product sales
M. F. Lynch, general sales manager
J. W. Fylpaa, director of sales development
James L. Spangenberg, director commercial research

Advertising & Merchandising Department

Victor Elting Jr., vp, advertising and merchandising
Peter B. Warner, advertising director
R. S. Macdonald, manager, industrial and institutional advertising
E. R. Entwisle, group merchandising manager, pet foods
R. R. Fenner, group merchandising manager, corn goods and Flako mixes
H. M. Andersen, group merchandising manager, Aunt Jemima mixes
K. F. Browning, group merchandising manager, cereals
R. W. Strecker, advertising manager, Aunt Jemima mixes
E. R. Entwisle, advertising manager, Ken-L-Products
U. B. Shockley, advertising manager, Puss 'n Boots
D. O. MacKenzie, advertising manager, corn goods and Flako products
D. B. Jamieson, advertising manager, hot cereals
R. C. Brinsmaid, advertising manager, ready-to-eat cereals
A. A. Dennerlein, manager, feed advertising and merchandising
R. E. Weed, manager, advertising services
T. M. Jarvis, manager, promotion services
J. R. Bouras, manager, premium promotion
James E. Mason, sales promotion manager

Employe & Public Relations

Thomas B. Bartel, vp, employe and public relations

ADVERTISING AGENCIES

Compton Advertising Inc., Chicago—Quaker and Mother's Oats, Quaker Puffed Wheat and Puffed Rice, Muffets, Pack-O-Tens, Ful-O-Pep livestock and poultry feeds—Harry Johnson, William Aiston, account executives on Quaker cereals; Cecil Barger, account executive on Ful-O-Pep.

Clinton E. Frank, Chicago—Flako mixes, flour—Phil Bash, account supervisor; Herbert Butz, account executive.

John W. Shaw Advertising Inc., Chicago—Aunt Jemima easy mixes and Aunt Jemima and Quaker brands of corn meal, grits and macaroni products—P. L. O. Smith, account supervisor; William Ries, account executive on Aunt Jemima mixes; Ed Renno, account executive, corn goods.

J. Walter Thompson Co., Chicago—Aunt Jemima pancake mixes, K-L-Ration, Ken-L-Meal, Ken-L-Biskit, Ken-L-Treats and Ken-L-Burger—Alexander Gunn, account supervisor; Donald Rice, account executive, Aunt Jemima pancake mixes; John Crosbie, account executive, Ken-L-Ration and Ken-L-Treats; Fred Stroud, account executive, Ken-L-Meal and Ken-L-Burger; E. Nelson Thomas, account executive, Ken-L-Biskit, John Burns, account executive, Quota and Life cereal.

Lynn Baker Advertising Inc., New York—Puss 'n Boots—Charles F. Bennett, account executive.

Headen, Horrell & Wentsel, Chicago—Chuckwagon Charcoal Briquets—Jack Wentsel, account executive.

Glenn Advertising Inc., Dallas—Masa Harina tortilla flour mix—Leon Mayes, account executive.

Shaw-Hagues, Chicago—special program on medical advertising on oats—David Hagues, account executive.

National Export Advertising Service Inc., New York—all export advertising—Gerard Viola, account executive.

Spitzer & Mills, Toronto—Canadian advertising for Canadian subsidiary—L. F. McCartney, George Riches, Donald McIntosh, account executives.

Radio Corp. of America

	1960	1959
Sales	$1,494,896,000	$1,395,620,000
Earnings	35,117,000	40,142,000
Advertising	31,000,000	31,800,000

Radio Corp. of America, New York, the 23rd largest national advertiser, decreased its advertising slightly to $31,000,000 in 1960.

It's the same story again at RCA: Sales continuing to climb, with profits and advertising budgets not keeping pace. The level of advertising spending has declined more or less steadily since 1956 when the figure totalled $35,173,000—or 3.1% of sales. By 1958, the ad budget was down to 2.6% of sales and by 1960 to 2.07% of sales.

Sales for the first half of 1961 peaked at $721,800,000, against $707,000,000 for the comparable period last year, but earnings slid from $18,000,000 to $17,600,000. Second quarter earnings rose 10% above the 1960 quarter on a sales increase of 4%.

John L. Burns, RCA president, continued to blame the earnings loss on heavy investment in electronic data-processing equipment. Mr. Burns told stockholders that "in a surprisingly short time RCA has become a leading producer of electronic computers and associated equipment." He said the cost of this equipment would begin to taper off in 1962.

■ Unlike the Columbia Broadcasting System, RCA does believe in using media it owns. The largest single item on the budget, making allowances for talent-production charges, as well as the estimated measured time figure was network tv—with approximately $5,000,000 going to the manufacturer's subsidiary, the National Broadcasting Co. RCA used more network radio, also on NBC, during the first half of the year.

Maximum advertising play goes to the tv set line. RCA reportedly lags behind Zenith in the over-all share of the b&w market. Color tv, which RCA pushed single-handedly for years, now is beginning to pay off. In 1960, the company reported: "Color television programming and sales were stepped up sharply and our profits on color receivers were measured in seven figures."

Other heavily advertised lines are radios, hi-fi equipment and RCA Victor records. All are featured in newspaper and magazine ads as well as broadcasting.

The biggest spending spurt came in newspapers, where the expenditure was nearly doubled to $3,269,720. Magazines did even better with $3,923,799, compared with $3,579,000 in 1959.

■ In 1960, RCA's network tv schedule included participations in "Bonanza," Shirley Temple, a portion of NBC's presidential campaign and election night coverage. RCA has a habit of coming in to save the day for its subsidiary when NBC has a tough one to sell. Such support can pay off. The expensive "Bonanza" film was a very tough sell when RCA helped keep it afloat; now it's a strong rater with a full sponsor, Chevrolet, for the 1961-'62 season. The new season will find RCA presenting, with Eastman Kodak, a new one-hour Sunday night Walt Disney series. Both sponsors will use the color adventure film to push their color products.

The NBC-TV network is giving CBS Television some real competition for the title of the "world's largest advertising medium." NBC eased ahead of CBS for some of the fall selling season in 1960, after years of being in second place, but CBS ended the year a clear winner by a gross time billings score of $274,139,763 to $249,640,296. Billings for the first half of this year show NBC slightly ahead—$136,293,905 to $132,939,527.

RCA is an ideal demonstration of the significance of unmeasured advertising in modern merchandising. Only $12,237,814 of the $31,000,000 ad budget went to measured media. The rest of the investment went to co-op advertising, sales promotion materials and collateral advertising aids. Co-op is a big gun in the RCA arsenal; it costs an estimated $8,000,000 to $10,000,000 to finance.

■ In August, following the shift of the home instruments unit from Camden, N.J., to Indianapolis, RCA again revamped its consumer marketing operations. Jack S. Beldon resigned as president of RCA Sales Corp., marketer for radios, tvs and record players. W. Walter Watts, a group exec vp for RCA, was named president and board chairman of RCA Sales Corp. Delbert L. Mills, recruited earlier from International Telephone & Telegraph, moved up to operating vp of RCA Sales Corp. and division vp and general manager of RCA Victor home instruments.

Another shift consolidated production and institutional advertising under R. H. Coffin, vp, advertising and sales promotion, following retirement of the institutional vp, Orin Dunlap. Mr. Coffin now reports to Kenneth W. Bilby, public affairs vp. Jack M. Williams was promoted to vp, advertising and sales promotion, RCA Sales Corp.

The start of 1960 saw a reunion of RCA and its old consumer products agency, J. Walter Thompson Co., which came back on the account after an absence of seven years. In 1961 McCann-Erickson replaced Grey Advertising as the agency for the National Broadcasting Co., but Grey kept the

MUTUAL BRINGS TO WINSLAND
WORLDWIDE NEWS COVERAGE

1010
WINS
MBS
New York

Radio listeners will be glad to know that at 9:30 A.M. today WINS, New York's outstanding independent station, joined the Mutual Radio Network. This means the big, wide, wonderful world of WINS will now have a **Mutual** feeling. WINSland's own Lonny Starr, Jack Lacy, Stan Z. Burns, Murray Kaufman, Les Keiter, Jack Lazare, Jim Gordon, Lou Fisher, Brad Phillips and Paul Sherman now share the air with Mutual's famous news personalities such as Bess Myerson, Tony Marvin, Bill Stern, Westbrook Van Voorhis, Leo Durocher, Fulton Lewis, Jr., Bill Costello and many, many more. Now you'll hear **everything** when you stay tuned to WINS, 1010.

WINS IS YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.

MUTUAL RADIO
A Service to Independent Stations
A Subsidiary of Minnesota Mining & Manufacturing Company
3M

RCA Victor Record division.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 3,269,720	$ 1,749,000
Magazines	3,923,797	3,579,000
Farm Publications	3,750	1,000
Business Publications	750,000	472,000
Spot Television	555,180	502,000
Network Television	3,735,367	3,842,000
Outdoor	———	60,000
Total Measured	12,237,814	10,205,000
Total Unmeasured	18,762,186	21,595,000
Total Expenditure	31,000,000	31,800,000

RADIO CORP. OF AMERICA

C. M. Odorizzi, group executive vp
W. W. Watts, group executive vp
A. L. Malcarney, exec vp
T. A. Smith, exec vp
M. F. Bennett, vp
C. R. Denny, vp

Public Affairs

K. W. Bilby, vp, public affairs
S. M. Robards, director, public affairs

Advertising

R. H. Coffin, vp, advertising and sales promotion
M. Gaffin, manager, special advertising and sales promotion programs

RCA SALES CORP.

MARKETING PERSONNEL

W. W. Watts, president and board chairman
Delbert L. Mills, operating vp
R. W. Saxon, vp, marketing
B. S. Durant, vp, product planning and development
J. M. Williams, vp, advertising and sales promotion

RCA VICTOR RECORD DIVISION

MARKETING PERSONNEL

J. Y. Burgess Jr., vp, commercial sales
W. I. Alexander, manager, advertising, publicity and promotion
I. J. Tarr, manager, sales, special markets
S. O. Peruggi, manager, field sales, commercial records
D. J. Finn, manager, record distributor relations
H. S. Helman, manager, public affairs
C. Boiser, manager, Red Seal advertising and promotion
G. L. Parkhill, manager, popular advertising and promotion

NATIONAL BROADCASTING CO.

MARKETING PERSONNEL

R. W. Sarnoff, chairman
R. E. Kintner, president
D. C. Adams, senior executive vp
W. D. Scott, exec vp, television network
P. A. Sugg, exec vp, NBC owned stations and NBC spot sales
S. H. Eiges, vp, public information
H. Bannister, vp, station relations
T. E. Knode, vp, station relations
H. M. Beville, vp, planning and research
W. K. McDaniel, vp, radio network
G. A. Graham Jr., vp and general manager, radio network
A. L. Capstaff, vp, programs, radio network
W. E. Fairbanks, vp, sales, radio network
D. Durgin, vp, sales, television network
T. B. McFadden, vp, general sales executive, television network
R. H. Close, vp, NBC spot sales

Public Relations and Advertising

E. O. Moore, director, press and publicity
J. H. Porter, director, national advertising
J. D. Foley, manager, trade and NBC owned stations advertising
J. Graham, advertising art director
E. Vane, manager, audience advertising and promotion
M. Brown, manager, program publicity
M. S. Rukeyser Jr., manager, business and trade publicity

ELECTRON TUBE DIVISION

MARKETING PERSONNEL

D. Y. Smith, vp and general manager
H. S. Bersche, manager, distributor products department
J. B. Farese, division vp, entertainment tube products department
C. E. Burnett, division vp, industrial tube products department
H. S. Stamm, manager, advertising and sales promotion

SEMICONDUCTOR & MATERIALS DIVISION

MARKETING PERSONNEL

Dr. A. M. Glover, vp and general manager
T. R. Hays, manager, marketing department
R. B. Green, manager, materials planning
I. H. von Zelowitz, manager, semiconductor planning
E. B. May, manager, advertising and sales promotion
F. F. Neuner, manager, product distribution and control

DEFENSE ELECTRONIC PRODUCTS

MARKETING PERSONNEL

A. L. Malcarney, exec vp
W. P. Davison, manager, marketing administration
G. R. Daggy, manager

Astro-Electronic Division

Barton Kreuzer, division vp and general manager
W. J. Kilroy, administrator, market development

INDUSTRIAL ELECTRONIC PRODUCTS

MARKETING PERSONNEL

T. A. Smith, exec vp
C. H. Colledge, division vp and general manager, broadcast and television equipment division
J. P. Taylor, manager, marketing administration, broadcast and television equipment division
A. M. Hilliard, manager, communications advertising and sales promotion
S. O. Swanson, manager, industrial controls advertising and sales promotion
P. A. Greenmayer, manager, broadcast and television equipment advertising and sales promotion

Electronic Data Processing Division

D. H. Kunsman, vp and general manager
E. C. McCollister, division vp, marketing
G. W. Dick, division vp, executive marketing relations
G. E. Dashiell, division vp, sales
H. R. Henken, manager, advertising and sales promotion

RCA SERVICE CO.

MARKETING PERSONNEL

G. W. Pfister, division vp, commercial sales
W. L. Jones, division vp, technical products services
A. Fischer, manager, sales and merchandising, technical products services
L. G. Borgeson, division vp, consumer products services
R. W. Redecker, manager, sales and merchandising, consumer products services
L. S. Holstad, division vp, electronic data processing services
M. Posin, manager, EDP center and systems planning operation
H. A. Poole, manager, advertising and sales promotion
S. D. Heller, division vp, government services
W. F. Tait, manager, marketing government services

RCA Institutes Inc.

G. F. Maedel, president

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—RCA institutional advertising, RCA Sales Corp., RCA Victor Co. Ltd., RCA International: Consumer products and records. D. B. Thorburn, vp, management supervisor; R. C. Barker, vp, account supervisor; J. Tassos, representative-corporate staff; W. J. Phillips and A. J. Froio, representatives; RCA Sales Corp. C. W. Snyder, representative-international; D. K. Stewart, representative-RCA Canada.

Grey Advertising Agency, New York—RCA Victor record division, RCA Victor Co. Ltd. (Canada). L. B. Block, account supervisor; R. C. McIntyre and M. L. Sherman, account executives; P. S. Golick, account executive, Canadian offices of Grey.

Al Paul Lefton Co., Philadelphia, New York, Los Angeles—RCA defense electronic products, electronic data processing, RCA Institutes, RCA International Division-Technical Products, RCA recruitment advertising, RCA Semi-conductor and Materials Division and RCA Service Co. Al Paul Lefton, executive supervisor. J. D. Moses Jr., account supervisor, Philadelphia, and account executive, defense electronic products, RCA Service Co. L. G. Lessig, account supervisor, and New York, account executive, electron tube division, semiconductor and materials division, industrial electronic products. H. M. Brown, account executive, RCA recruiting advertising (Philadelphia); G. J. Leroy, account executive, International Division-Technical Products, RCA recruiting advertising (New York); J. R. Stovall Jr., account executive, electronic data processing, custom aviation; G. W. Wolfston Jr., account executive, RCA Institutes; R. J. Fenton, account executive, RCA recruiting advertising (Los Angeles).

Kenyon & Eckhardt, Chicago, Tom Maschler, account executive—RCA Victor Distributing Corp.

Gehnrich Associates, New York—C. Gehnrich, account supervisor-RCA Communications.

A. R. Brasch & Sons, Detroit—David Brasch, account supervisor-RCA Victor Distributing Corp.

Galvin, Farris & Allvine, Kansas City—Earl Allvine, account supervisor-RCA Victor Distributing Corp.

Associated Advertising Agency, Wichita—Louis Foster, account supervisor-RCA Victor Distributing Corp.

B. J. Butler Co., Buffalo—B. J. Butler, account executive—RCA Victor Distributing Corp.

Albert Frank-Guenther Law Inc., New York—H. C. Allen, account supervisor-financial advertising.

Jack Lawlor Agency, Los Angeles—Jack Lawlor, account supervisor, RCA Victor Distributing Corp.

McCann-Erickson, New York—National Broadcasting Co., Francis Brennan, account director and Frank Kirkpatrick, account executive.

Ralston Purina Co.

	1960†	1959
Sales	$510,268,700	$530,571,672
Earnings	18,000,234	17,784,368
Advertising	14,500,000*	14,500,000*

†Fiscal year ended Sept. 30, 1960
*Estimated by AA

Ralston Purina Co., St. Louis, the nation's 62nd largest advertiser, is believed to have invested $14,500,000 in advertising in 1960, about the same as in 1959.

The fiscal year ended last Sept. 30 was the third successive year in which earnings rose to new highs. Sales, however, after showing increases in 1958 and 1959, showed about a 4% decrease in 1960 from the previous year.

In the fiscal first half of 1961 ended last March 31, both sales and earnings showed an increase over the previous year. Earnings rose to $9,773,093 on sales of $269,890,487 over $9,348,468 on sales of $259,498,704.

■ Ralston's five major divisions are Ralston division, producer of regular and instant Ralston wheat cereal, Ry-Krisp, Rice Chex, Wheat Chex, Corn Chex and Purina Dog Chow; Purina Chow division (feeds), which merchandises more than 100 products, including livestock, poultry and special chows; sanitation and farm supply division; soybean division, and grain brokerage division.

Subsidiary companies are Ralston-Purina Co. of Canada, West Coast Wharf & Storage Co., Taylor Milling Co., Ralston Purina de Mexico, Purina de Venezuela and Purina Limitada, Colombia. In January, 1960, the Ralston Purina Co. purchased one-half interest in the Duquesne Co. of France, oldest and largest feed manufacturer in France. The French company is known as Duquesne-Purina. Ralston's financial statements include domestic and Canadian subsidiaries only. During the first half of 1961 Ralston Purina acquired half interest in an Italian feed company in Treviso, Italy, to be known as Globe-Purina.

The international division, which embraces operations outside the U. S. with the exception of Canada, continued to grow and expand, with tonnage increasing 30% in fiscal '60 over the previous year. Sales increased 31% over last year in Latin America. During the year, French operations were expanded with two Chow plants put into operation, another one under construction and a fourth planned for construction during 1961. Also during the year Purina joined forces with the Brand Co. in West Germany. A Chow plant at Krefeld on the Rhine River is now in production and another plant is planned for construction during 1961.

■ During the fiscal 1960 Ralston, for the second consecutive year, sold and manufactured more than 5,000,000 tons of Chow. This is nearly four times the maximum feed volume ever sold in one year by any other feed manufacturer.

Although the bulk of Ralston Purina Co.'s measured advertising expenditures are in its Ralston division, Chow sales account for most of the company's business. The company is the biggest producer of animal feed concentrates in the country and more than 80% of its dollar volume comes from the feeds. It has about 10% of the estimated $3.5 billion commercial manufactured-concentrate feed business.

In the Ralston division, Purina Dog Chow has been one of the marketing success stories of the past few years. In 1957 it took second place, following Gaines, in the estimated $347,000,000 dog food market, about 35% of which is "dry" and most of the remainder canned. In 1958 Purina Dog Chow passed Gaines to become the leading producer in the dry dog food market, and in 1959 became the top brand of all dog food—canned and dry—and it remains the leader. The new dog food was first market-tested early in 1955 and achieved almost complete national distribution in 1956. Purina Dog Chow and Gaines combined have about 40% of the dry dog food market.

CORN CHEX
RICE CHEX
CORN CHEX
WHEAT CHEX
9 Boxes

THREESOME—*During the year, Ralston Purina Co., St. Louis, completed distribution of its Chex-Mates, a combined package of individual servings of three of its cereals—Wheat Chex, Rice Chex and Corn Chex.*

During the year Ralston attained its objective of selling 30% of the dog food sold through grocery outlets. To meet the demand, the company is constructing a new manufacturing unit at Battle Creek, Mich., completion of which will bring the total to four Dog Chow plants in the U. S.

Ralston opened a new dog care research center in St. Louis in 1958. The center has facilities for 500 dogs and is the largest of its kind in the world. Late last fall, Ralston completed construction of new laboratory facilities which house the company's sanitation and animal pathology research laboratories, and Ralston division's cereal research and product development laboratories.

■ Ralston ranks as the nation's fifth largest maker of cereals (behind Kellogg, Post, General Mills and Quaker Oats) and is estimated to have about 8% of the market. During the year, Ralston completed distribution of its Chex-Mates, combined package of individual servings of three of its cereals—Wheat Chex, Rice Chex and Corn Chex.

Unlike Purina Chows, sales of Ralston cereals and Dog Chow were confined to the U. S. until late last fall, when distribution was started in Canada.

Ralston's soybean division is the second largest processor of vegetable oil seeds in America. In the spring, W. P. Hays retired as director of advertising of the Ralston division and J. E. Streetman resigned as vp and director of marketing of the Purina Chow division on July 1. Successors to Mr. Hays and Mr. Streetman have not yet been named.

Ralston Purina Co. was founded in 1893 as the Robinson Commission Co. and soon after was bought by William H. Danforth, father of Donald Danforth, current chairman of the board.

The company has long been a proponent of the use of education to expand sales and create satisfied customers. It stresses to farmers the importance of "good breeding, sound management and careful sanitation," as well as "good feeding."

In another phase of its education-mindedness, Ralston has won support from educators for its tv show, "Expedition." The films are used as a teaching aid by 100,000 teachers, with a classroom population of 4,160,000 children.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 676,674	$ 860,455
Magazines	222,225	213,083
Farm Publications	825,536	839,687
Business Publications	140,000	142,000
Spot Television	675,540	1,808,340
Network Television	6,067,040	4,414,520
Outdoor	783,504	639,721
Spot Radio	———	1,352,000
Total Measured	9,390,519	10,269,806
Total Unmeasured	5,110,000	4,230,194
Estimated Total Expenditure	14,500,000	14,500,000

PURINA CHOW DIVISION

MARKETING PERSONNEL

Sales

H. B. Morris, vp and general sales manager

Advertising and Sales Promotion

John McGinty, vp of sales promotion
M. E. Malin, director of advertising

ADVERTISING AGENCIES

Gardner Advertising Co., St. Louis—all products—J. H. Leach, account supervisor; Ken Hieronymus, account executive, outdoor advertising and dealer cooperative advertising; Jack Sedwick, account executive, print, and Anthony Shimkus, account executive, client service.

Thompson-Petersen Advertising Agency, Toronto—Canadian Chow advertising, except Dog Chow—H. D. Mason, account executive, Norman Bell, assistant account executive.

Publicidad D'Arcy, S.A., Mexico City—Latin American advertising—E. A. Hallett Jr., account supervisor; Juan Balzola and James O'Donnell, account executives.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 20,572	$ 42,064
Magazines	2,055	———
Business Publications	———	142,000
Farm Publications	314,397	587,326
Spot Television	167,230	231,200
Total*	504,254	1,002,590

*Network television and outdoor are not broken down by division and are not included in the total.

RALSTON DIVISION

Geoffrey Baker, vp

MARKETING PERSONNEL

Sales

E. F. Gallipeau, sales manager
R. E. Siler and Carlisle McCray, assistant sales managers

Advertising

R. L. Eskridge and R. R. Vinyard are handling advertising pending appointment of an advertising director

Marketing Research

Arthur Pearson, director

ADVERTISING AGENCIES

Guild, Bascom & Bonfigli, San Francisco—Ralston cereals and Ry-Krisp—Ernest J. Hodges, account supervisor; Peter McDonald, Richard Tyler and Arthur Wechsler, account executives.

Gardner Advertising Co., St. Louis—Purina Dog Chow—O. D. Norling, account supervisor; and James R. Bridwell and Wells A. Hobler, account executives.

James Lovick & Co. Ltd., Toronto—Canadian cereal and Dog Chow advertising. W. E. Halder, account supervisor; Hedleigh Venning, and Raymond A. Kundinger, account executives.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 657,102	$ 668,912
Magazines	222,252	196,833
Farm Publications	181,310	112,606
Spot Television	508,310	1,569,140
Total*	1,568,947	2,557,491

*Business publications, network television and outdoor are not broken down by division.

RALSTON PURINA CO.

Public Relations

J. D. Sykes, vp, public relations

Revlon Inc.

	1960	1959
Sales	$136,372,587	$124,939,712
Earnings	11,321,095	10,836,797
Advertising	24,000,000	22,000,000

Revlon Inc., New York, the 37th largest national advertiser, reported a total advertising expenditure of $24,000,000 in 1960, up 9% from 1959, as sales and earnings also increased.

Revlon, which originally reported its 1959 appropriation at $19,000,000, has revised the total to $22,000,000.

In each of the past three years, Revlon has put upwards of $6,500,000 into television. But in 1960, it sharply increased its magazine appropriation. Where this medium got $1,800,000 in 1958 and $2,700,000 in 1959, the 1960 figure advanced to more than $4,250,000.

Revlon sales, which gained 13% in 1959 were up about 9% in 1960. Earnings rose 4.5% in 1960. In 1958, company sales were $110,300,000 and earnings came to $9,688,000. The trend continued upward in 1961 as sales in the first half rose to $69,200,000 and the $5,500,000—highest first half figures in Revlon history.

■ Revlon is second in sales only to Avon Products in the cosmetics field with its line of lipstick, nail enamel, hair products, fragrance products, makeup, skin treatments, baby care products and men's toiletries—a number of which dominate their markets. Touch and Glow, for example, is believed to be dominant in the liquid makeup market; Revlon lipsticks are thought to have 40% of that market; and its nail polish is probably the leader in dollar sales.

In line with a policy of acquiring companies with lines of packaged goods, or with lines fitting its product and merchandising capabilities, Revlon last year took over three companies. These were Zunino-Altman Inc. of New York, marketer of plastic flowers; Realistic Co., Cincinnati, maker of professional salon permanent waves, shampoos and other hair care products; and Les Parfums Pierre Balmain S.A., Paris. Acquiring control of the latter gave Revlon the right to make and distribute perfumes and cosmetics under the Balmain name.

Revlon, employing more than 110 graduate chemists and laboratory technicians, put increased emphasis on pharmacological and toxicological research last year, and employed a medical director for product research. Consulting dermatologists and other specialists were retained for clinical testing and other projects. Revlon research laboratories were expanded to the tune of 40% in 1959, and the company said an additional growth of 50% was planned for this year.

■ In the new products area, Revlon this spring presented "a new kind of liquid make-up in a plastic tube that combines foundation and powder." Called Contempera, the product was backed by "broad-scale print advertising." A new skin cream known as 'Eterna 27,' which has received Food and Drug Administration approval, was expected to reach marketing in the second half of this year. Ultima liquid foundations, powders and lipsticks in natural complexion tints were presented in 1960.

Spring and fall color promotions by Revlon featured Pango Beach and Berry Bon Bon. Lipstick and nail enamel sales, the company said, "continued to increase in 1960." New shades were presented in the Eye Makers a la Carte group of products. Late last year Revlon introduced its Intimate fragrances. Intimate Spray Mist was introduced in a purse-size dispenser. Color-Up, first firm-cream hair conditioner and color rinse, was introduced last fall. Hi and Dri, a roll-on deodorant with neomycin, an antibiotic, was presented in 1960. A new cream version of this product was introduced this year. Revlon said "sales of our deodorants reached new highs in 1960."

Revlon's Knomark division "introduced a new concept in shoe care late in 1960," emphasizing clean and easy application. Knomark's new line includes the basic Esquire Lanowax, Scuff Kote, Lanol White and Cream Boot polishes. These were all offered in improved forms. The polishes are available in plastic containers that meter the liquid through a Touch of Magic applicator.

■ The company's pharmaceutical division, Thayer Laboratories, consolidated the operations of the AsthmaNefrin Co. early this year. This company was acquired in 1959. Sales of its principal products, AsthmaNefrin and VapoNefrin, increased last year and new products are to be brought out this year. Other Thayer products include Femicin, for relief of pain and tension in women, and Demiline, a nerve control antacid, now in introductory markets.

Revlon International sales and earnings were reported to have "increased" in 1960. Manufacturing operations were established in Belgium late in the year, and construction of a new plant in Mexico was started this spring. Revlon products are manufactured by branches, subsidiaries or affiliates in nine foreign countries, and by licensees in 15 other countries.

On the domestic front, Revlon shifted $5,500,000 in billings early in 1960. C. J. LaRoche & Co. announced that it had resigned more than $2,000,000 in billings, as of July 1, after five and a half years as a Revlon agency. Then Revlon announced the consolidation of its cosmetics and toiletries business at Warwick & Legler and Grey Advertising.

The switches gave Grey six brands, billing more than $4,500,000, and gave an additional five products—and more than $1,000,000—to an estimated $5,000,000 in business previously with Warwick & Legler. Simultaneously, Mogul,

2 METROPOLITAN LUBBOCK SECOND IN THE NATION IN RETAIL SALES... $5,770 PER HOUSEHOLD!
40% ABOVE U.S. AVERAGE !...
UNAPPROACHED BY ANY CITY OF COMPARABLE SIZE
The only medium that delivers 68% coverage of the entire 19-county, rich, bustling Lubbock Market!
COPR. 1961, SALES MANAGEMENT SURVEY OF BUYING POWER, FURTHER REPRO. IS FORBIDDEN
LUBBOCK AVALANCHE-JOURNAL
Represented Nationally by TEXAS DAILY PRESS LEAGUE, INC.

NEVER!

Never . . . never . . . never . . . do you hear *that* kind of music on WJR.

You don't hear gimmick contests, noisy announcers or singing, swinging station breaks, either.

You hear Complete-Range Programming.

Pleasant music—live and recorded, classical and pops, show tunes, folk tunes, choral.

Nine *15-minute* newscasts daily, news analyses, discussions, editorials.

Complete sports coverage—two 15-minute sportscasts every day, interviews, play-by-play of Tiger night baseball; college and professional football.

And there's humor, variety, women's programs, farm news, fine arts and . . . well, the list could go on and on.

On WJR you hear programming that, in the mass, appeals to a lot more people. People who buy soap and soup, and new cars and used cars, and pianos and grass seed. All kinds of people with definite ideas about what constitutes *good* radio.

That's why they listen to WJR. That's why they'll listen and *respond* to your advertising message on WJR. That's why you'd be wise to make WJR your medium in the Great Lakes area.

WJR DETROIT
760 KC 50,000 WATTS
Represented by Henry I. Christal Co., U.S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco

Rock 'n' roll on WJR—never in a million years!

Williams & Saylor dropped some $2,000,000 in Revlon billings, losing Top Brass, Hi and Dri, Aquamarine fragrances and Satin Set. It retained Knomark billings, said to approach $2, 000,000.

■ Explaining the consolidation moves, Revlon said its cosmetics agencies must bill at least $5,000,000 in order to make a profit. The shifts moved Love Pat, Moon Drops, Ultima cream and makeup, Sun Bath (all previously with LaRoche) and Top Brass and Hi & Dri (earlier with Mogul) to Grey Advertising. Warwick & Legler added Baby Silicare (from LaRoche) and Satin Set (from Mogul). Intimate and Aquamarine fragrances went to Grey.

The transfers added up to the biggest agency upheaval at Revlon since 1957, when Batten, Barton, Durstine & Osborn announced the resignation of $7,000,000 in billings. BBDO accounts were then divided so that LaRoche and Warwick got $5,000,000 each.

■ There was considerable personnel movement at Revlon in 1960. Chester Roberts, previously a vp and account supervisor at Donahue & Coe, joined Revlon as a group marketing director, a new post. He left later in the year. Leo Bogart, who joined the company in 1958 after resigning from a top research post at McCann-Erickson, left to join the Bureau of Advertising, ANPA. William Siegel left his post as advertising manager of Revlon to become advertising director of Schick Inc., a company in which Revlon owns a 27% controlling interest.

Revlon added Marshall Lachner, previously president of B. T. Babbitt Inc. and former president of Pabst Brewing, as senior vp. Ted Bergmann, former president and chief executive officer of Parkson Advertising, was named vp of advertising by Revlon. The function had been administered for a year by Evan William Mandel, assistant to the president, who joined the company in 1955 as advertising manager. In 1961, he was named to the new post of vp—marketing services.

■ Advertising department additions in 1961 were George Kern, media and budget coordinator; Harry Silverglat and Georgina Williscroft, group advertising managers. Lionel H. Braun, former advertising and marketing director of Pathecolor, a division of Chesapeake Industries, was named advertising manager of Knomark. Daniel J. Olian resigned as national sales manager of Revlon to join Exquisite Form Brassiere.

Sidney G. Stricker Jr., earlier vp and director of advertising for Schenley Industries, was named vp in charge of marketing of Revlon's international division, a new title.

■ Last November, a law suit between Charles Revson and his brother, Martin, was settled out of court. A personal payment believed to be about $300,000 was made to Martin Revson. However, the company has said "no payment" was made to Charles Revson, adding that "confidential terms of the out-of-court agreement between the brothers were not announced." Martin quit Revlon in 1958 and sued his brother and the company for $601,000, charging fraud in a stock purchasing agreement under which he sold his Revlon shares.

In February, 1960, Revlon purchased the Pinex Co., Fort Wayne, and Pinex Co. Canada and said it would integrate them with its Thayer Laboratories. Last November, a group headed by Alfred Roberts, head of Sofskin Inc. and a former Block Drug and Revlon executive, purchased Pinex cough remedy line brands for an undisclosed sum.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,489,901	$ 1,074,990
Magazines	4,254,906	2,706,765
Spot Television	2,359,060	3,284,050
Network Television	4,219,880	4,216,914
Outdoor	58,298	53,199
Spot Radio		
Total Measured	12,382,045	11,335,918
Total Unmeasured	11,617,955	10,664,082
Estimated Total Expenditure	24,000,000	22,000,000

MARKETING PERSONNEL

Ted Bergmann, vp, advertising

Sanford Buchsbaum, group advertising director

Beatrice Castle, director of fashion and publicity

William Dahlman, group director of marketing

George W. Feld, radio and television coordinator

George Kern, media and budget coordinator

Marshall S. Lachner, senior vp

Evan William Mandel, vp-marketing services

Harry Silverglat, group advertising director

Georgina Williscroft, group advertising manager

ADVERTISING AGENCIES

Warwick & Legler, New York—Contempera, Touch and Glow, Living Curl, Futurama lipstick, nail enamel, Silicare, Clean and Clear, nail products, eye makeup, Baby Silicare, Satin Set—David Strousse, account supervisor, and Richard Zahn, account executive.

Grey Advertising Agency, New York—Ultima, Love Pat, Sun Bath, Moon Drops, treatment products, Color-Up, Intimate fragrances, Aquamarine fragrances, 'Eterna 27,' Top Brass products, Hi and Dri—Roy Block, account supervisor; Barry Dillow and David Kimball, account executives.

Mogul, Williams & Saylor, New York—Knomark Mfg. Co. (Esquire)—Richard Lockman, account supervisor; Lawrence Weitzner, account executive.

Shaller-Rubin Co., New York—Delimine, Femicine—Allen Davis, account executive. VapoNefrin—Seymour Taylor, account executive. Ethical products advertising Spectran-B cold tablets—Mel Rubin and Milton Shaller, account supervisors.

Reach, McClinton & Co., New York—AsthmaNefrin—Howard Englander, account executive.

Jane Trahey Associates, New York—Princess Marcella Borghese cosmetics—Jane Trahey, account supervisor.

Reynolds Metals Co.

	1960	1959
Sales	$448,003,000	$489,263,000
Earnings	25,661,000	44,634,000
Advertising	10,828,000	9,853,000

Reynolds Metals Co., Richmond, Va., was the 82nd largest national advertiser in 1960 with an expenditure of $10,828,000, up 10% from 1959.

Reynolds sales and earnings dropped in 1960. Sales fell 10% to $448,003,000; earnings dropped 42% to $25,661,000. In the report to shareholders, President R. S. Reynolds Jr. attributed the poor financial showing to three factors: (1) a 10% decline in dollar sales, (2) a continuing pressure on prices and (3) the cost of maintaining recently expanded plant facilities that could not be employed profitably during the year.

■ Despite 1960's losses, Reynolds continued to be a significant element in the aluminum picture. Its chief consumer product, Reynolds Wrap, is still the leader in its field. Reynolds Wrap has about 60% of the national market, well ahead of both Alcoa and Kaiser which together dominate the remainder of the market.

Reynolds produced about 24.5% of the 2,014,500 tons of primary aluminum manufactured in this country in 1960, making it the third largest producer in the world. (Alcoa is the top producer of primary aluminum in this country, accounting for about half of the total.)

■ Reynolds grew out of U.S. Foil Co., founded in December, 1919, by R. S. Reynolds Sr. The original company produced tin and lead foil for cigaret packaging. Aluminum foil was added in 1926, leading to the formation of Reynolds Metals Co. in 1928. The company became a producer of primary aluminum in 1940 at a time when the country's need for more aluminum was growing in a war-torn world.

After the war, Reynolds expanded its primary aluminum production capacity, leasing government plants which it later bought. In 1947, following a decision to "put aluminum in the hands of the consumer and let the metal sell itself," the company decided to use the mass appeal of Reynolds Wrap as the keystone for advertising and promoting the entire line of Reynolds aluminum products.

■ Out of this new marketing philosophy, another consumer product was developed and marketed, starting in 1953: Reynolds Do-It-Yourself aluminum, a product for the home handyman which can be cut, sawed and shaped with ordinary woodworking hand and power tools. Reynolds also makes aluminum containers.

In addition, Reynolds has worked to make the public conscious of the use of Reynolds aluminum in packaging, on automobiles and in many other products through advertising.

In the non-aluminum area, Reynolds' plastic division has developed several films for packaging.

■ The largest portion of Reynolds' aluminum production is used in the building and construction fields (23%), followed by transportation (21%), appliances and utensils (13%), electrical (11%), machinery (8%), packaging (7%) and all other (17%).

Reynolds has extensive operations abroad through subsidiaries and associated companies. Sales in these other countries were $178,000,000 in 1960, up sharply from 1959. Earnings of these companies, after taxes, were $6,819,000, of which Reynolds' share was about $3,446,000. A large part of these earnings represent profit of British Aluminium Co., of which Reynolds owns 47% interest. Other companies abroad associated with Reynolds are Aluminio de Colombia-Reynolds, Santo Domingo; Aluminio Reynolds, Colombia; Reynolds Aluminio, Mexico; Reynolds Aluminum Co. of Canada; Reynolds Aluminum de Venezuela; Reynolds Philippine Corp., Philippine Islands; and Reynolds T. I. Aluminium Ltd., England.

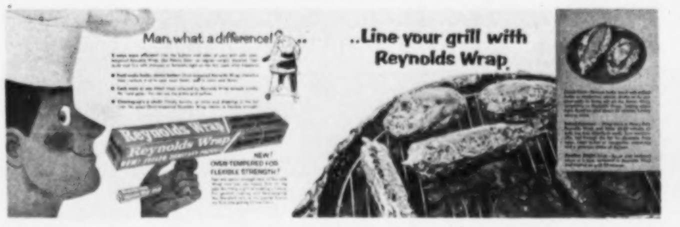
■ Reynolds leans heavily on network television for its promotion to the public. During 1960 it sponsored "Harrigan & Son" (ABC-TV) and "All-Star Golf" (ABC-TV). It also sponsored the one-hour CBS-TV national presentation of 1961 cars from the 43rd National Automobile Show. The company makes substantial use of newspapers, magazines and business publications, as well as other media.

Reynolds has supplied ADVERTISING AGE with its total advertising expenditure figures for 1959 and 1960. Of the two tables below, the first is based on figures from AA's usual measured media sources, and the second is the table supplied by Reynolds. The two sets of figures are, for the most part, closely similar. Reynolds' figure for business publications is higher than the other business paper figures because Reynolds has included production costs. Reynolds reported that the farm paper figure of $441,585 (reported by Publishers' Information Bureau) is in error and that some $8,000 is correct.

ADVERTISING EXPENDITURES*

	1960	1959
Newspapers	$ 1,181,508	$ 490,374
Magazines	752,210	450,741
Farm Publications	441,585	7,703
Business Publications	800,000	800,000
Network Television	2,818,160	3,018,540
Spot Television	89,480	123,090
Total Measured	6,082,943	4,899,448
Total Unmeasured	4,745 057	4,962,552
Total Expenditure	10,828,000	9,853,000

*Figures from AA's usual sources.


Man, what a difference!
..Line your grill with Reynolds Wrap
Reynolds Wrap
NEW! OVEN-TEMPERED FOR FLEXIBLE STRENGTH!

WRAP UP—*Full-color ad in Better Homes & Gardens gives outdoor-barbecue chef pointers on using Reynolds Wrap for lining grill, wrapping potatoes and corn for grilling without burning.*

ADVERTISING EXPENDITURES**

	1960	1959
Newspapers	$ 1,100,000	$ 500,000
Magazines	900,000	200,000
Farm Publications	8,000	21,000
Business Publications	1,300,000	1,500,000
Network Television	2,750,000	2,800,000
Spot Radio	70,000	50,000
Outdoor & Other Media	95,000	62,000
Total Measured	6,233,000	5,133,000
Television Talent, Production	2,250,000	2,000,000
Direct Mail	300,000	350,000
Merchandising Material	2,055,000	2,370,000
Total Unmeasured	4,605,000	4,720,000
Total Expenditure	10,828,000	9,853,000

**Reported by Reynolds.

MARKETING PERSONNEL

Sales

David P. Reynolds, exec vp, sales

W. D. Peters, executive assistant

W. T. Ingram, general sales manager

K. E. Hall, general manager, industrial market sales

C. M. Mapes, general manager, consumer market sales

P. A. Murphy, general manager, packaging market sales

A. H. Williams, general manager, architectural and building products sales

J. M. Stuart, regional general manager, New York

E. W. Schaw, regional general manager, Camden, N. J.

J. E. Blomquist, regional general manager, Detroit

H. N. Kirchdorfer, regional general manager, Chicago

W. B. Moore, regional general manager, St. Louis

W. O. Yates, regional general manager, Los Angeles

Advertising

David F. Beard, general director of advertising

J. C. Bjorkholm, director, consumer and packaging markets advertising

R. E. Dysart, director, architectural and building products markets advertising

M. C. Tobias, director, industrial markets advertising

A. C. Kintner, director, general advertising

ADVERTISING AGENCIES

Lennen & Newell, New York—tv programs, consumer, packaging, architectural and building products—William Dasheff, account supervisor; Alaric Freeman, Nathan Strom, Carl Nickel and Gene M. Lightfoot, account executives.

Clinton E. Frank Inc., Chicago—tv facilities and commercials, industrial markets—M. W. Grinstead, account supervisor; Kenneth B. Karcher, Robert B. Shonfeld and D. Wallace, account executives.

Zimmer-McClaskey-Frank, Richmond—sales promotion, all markets; Do-It-Yourself Alum.,—R. K. Wallace, account supervisor.

Gotham-Vladimir Co., New York—international—D. C. Kaufherr, account supervisor.

R. J. Reynolds Tobacco Co.

	1960	1959
Sales	$1,418,260,858	$1,286,855,943
Earnings	105,258,511	90,357,655
Advertising	50,000,000*	49,000,000*

*Estimated by AA

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., the country's tenth largest advertiser, is estimated by ADVERTISING AGE to have increased its advertising budget slightly in 1960 for an approximate outlay of $50,000,000. The company has predicted that ad expenses will be "somewhat more" in '61 than in '60.

The company continues to lead a charmed existence, with its principal brands chalking up new sales records and its advertising strategy sailing smoothly along in what for some other cigaret companies has been somewhat rough waters.

Each report period brings a new high. Sales and earnings were up 10.2% and 16.5%, respectively, for 1960 over 1959. The trend has continued into this year, with first quarter sales up 10.7% for increased earnings of 15.3%. The sales figures in this story do not include the financial statements of an expanding foreign operation. In March of last year, Reynolds, through one of its foreign subsidiaries, paid $10,200,000 for a 51% interest in Zigarettenfabrik Haus Neuerburg K. G., one of West Germany's leading cigaret makers.

■ American's Pall Mall has taken over first place from Reynolds' Camel, but Camel continues to gain adherents despite the rage for filters. Reynolds leads in the filter battle with Winston and in the menthol filter sweepstakes with Salem.

The company credited "aggressive advertising support" with having contributed substantially to its 1960 achievements—that is, new highs in earnings, sales and dividends. Obviously, the happy approach to selling cigarets—Reynolds' ads traditionally emphasize smoking enjoyment—pays off.

Television and newspapers remain the major weapons in this advertiser's arsenal. In April, Bowman Gray, chairman, tipped the company's plans to soft-pedal hard-hitting action shows for more varied tv fare. His words were put into action in the fall buying.

■ Last July, Camel, network tv's original newscast sponsor, returned to this type of programming as co-sponsor of NBC-TV's "Huntley-Brinkley Report." This was estimated as a $6,000,000 buy.

The remainder of the fall network lineup, which retains some of the more potent action shows, includes: On ABC-TV, "The Flintstones," "Lawman," National Collegiate Athletic Assn. football games; "77 Sunset Strip"; on CBS-TV, "To Tell the Truth" ("I've Got a Secret" was dropped after a dispute over a time switch) and "Garry Moore Show"; on NBC-TV, "Laramie," "Wagon Train," "Tall Man," "Sing Along with Mitch" and the Saturday night movie. All are co-sponsorship or participation buys.

■ Reynolds is a heavy user of spot tv, including shows bought locally as well as station break announcements. Among the syndicated shows sponsored during the year were MCA TV's "Shotgun Slade" and "Johnny Midnight."

Spot and network radio also were on the '60 schedule. If one had to search for a small cloud in Reynolds' bright horizon, there was the fact that the company's total smoking tobacco and chewing tobacco business declined last year, but its brands still held first place.

Reynolds stirred up a great deal of excitement in the newspaper business last year with a mammoth fall campaign that ran in every weekly and daily newspaper in the country. The second phase of the full-page color drive was launched early this year.

It was the technique used in the placement of the ads as well as the size of the budget that sparked unusual interest. William Esty Co. was instructed to place the ads on Reynolds' own discount basis—no discount if the cost-per-1,000 was below $7, and a 10% discount if the cost-per-thousand fell between $7 and $10. Reynolds reported no difficulty in placing separate schedules for its various brands under these rules. At the time there was some grumbling from newspapers about the "no discount, no advertising" approach of Reynolds.

Two other highlights of the year for Reynolds: In June, Alexander H. Galloway advanced from exec vp to president; in October Reynolds, with Liggett & Myers, won a jury verdict in a $150,000 damage suit brought by the widow of a man who died of lung cancer. The jury declined to link the death with cigaret smoking.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 8,485,691	$ 8,192,351
Magazines	5,222,030	4,843,251
Farm Publications	361,456	461,385
Spot Radio	4,800,000	4,800,000
Network Television	15,891,416	16,123,827
Spot Television	4,173,570	4,252,450
Total Measured	38,934,163	38,673,265
Total Unmeasured	11,065,837	10,326,735
Estimated Total Expenditure	50,000,000	49,000,000

MARKETING PERSONNEL

Sales

W. S. Smith Jr., vp and sales manager
Charles B. Coe, assistant to the sales manager
John S. Benson, assistant to the sales manager
Cecil E. Summers, assistant to the sales manager
Wayne V. Eller, field sales coordinator
William A. Ogden, display supervisor

Advertising

Howard Gray, advertising manager

ADVERTISING AGENCY

William Esty Co.—Camel, Winston, Salem, Cavalier cigarets, Prince Albert and Carter Hall smoking tobaccos—James J. Houlahan, account supervisor; Thomas D. Luckenbill, Grant M. Thompson and Samuel H. Northcross, account executives.

Richardson-Merrell Inc.

	1960†	1959
Sales	$132,288,297	$151,500,000
Earnings	14,380,848	12,156,819
Advertising	14,500,000*	12,500,000*

†Fiscal year ended June 30, 1960
*Estimated by AA

Richardson-Merrell Inc., New York, the 62nd largest national advertiser, changed its name, hiked advertising about 21% to $14,500,000 and boosted sales 15% to $132,300,000 last year.

The name change came at the company's annual meeting last October. Formerly Vick Chemical Co., the company felt the old name remained "identified with just one part of our business, our Vicks colds products that are advertised and widely-used throughout the world." The change reflected the growth of the company from a proprietary drug manufacturer to a diversified drug enterprise with operating divisions in all four segments of the industry, the company's board stated, pointing out that less than half of total sales now comes from proprietary drugs.

The new name combines the founder of the original Vick Chemical Co. in 1905, and William S. Merrell, founder in 1828 of the original Wm. S. Merrell Co., Richardson-Merrell's largest division.

In the fiscal year ending June 30, 1960, sales rose 14.8% to $132,288,297 and earnings 18.3% to $14,380,848.

In the fiscal year ending June 30, 1961, Richardson-Merrell reported record sales and earnings, according to preliminary figures. Net earnings, after adjustments for foreign operations, increased from the former peak of $14,380,848 in the preceding fiscal year to $17,000,000, up 18.2%. There was a four-for-three stock split last October.

Sales increased from $132,288,297, the former high registered in the previous fiscal year, to $151,500,000, up 14.5%. All major divisions of the company increased their sales volume, with the exception of chemicals and plastics, which declined 3.8%.

■ To a fairly close degree, advertising expenditures followed earnings, rising from about $12,500,000 in 1959 to $14,500,000 in 1960. AA has revised its 1959 advertising estimate of $12,000,000 upwards, based on more complete medical journal advertising figures. The company invested about $2,200,000 in spot television and another $2,300,000 in network tv last year. The spot tv figure was about twice as large as in 1959, but the network television expenditure fell off about $800,000.

Richardson-Merrell, which mar-

IN TUCSON DINING OUT IS BIG BUSINESS

1960 EATING & DRINKING PLACE SALES $27 MILLION*
UP 160% OVER 1950.

* SM Survey of Buying Power

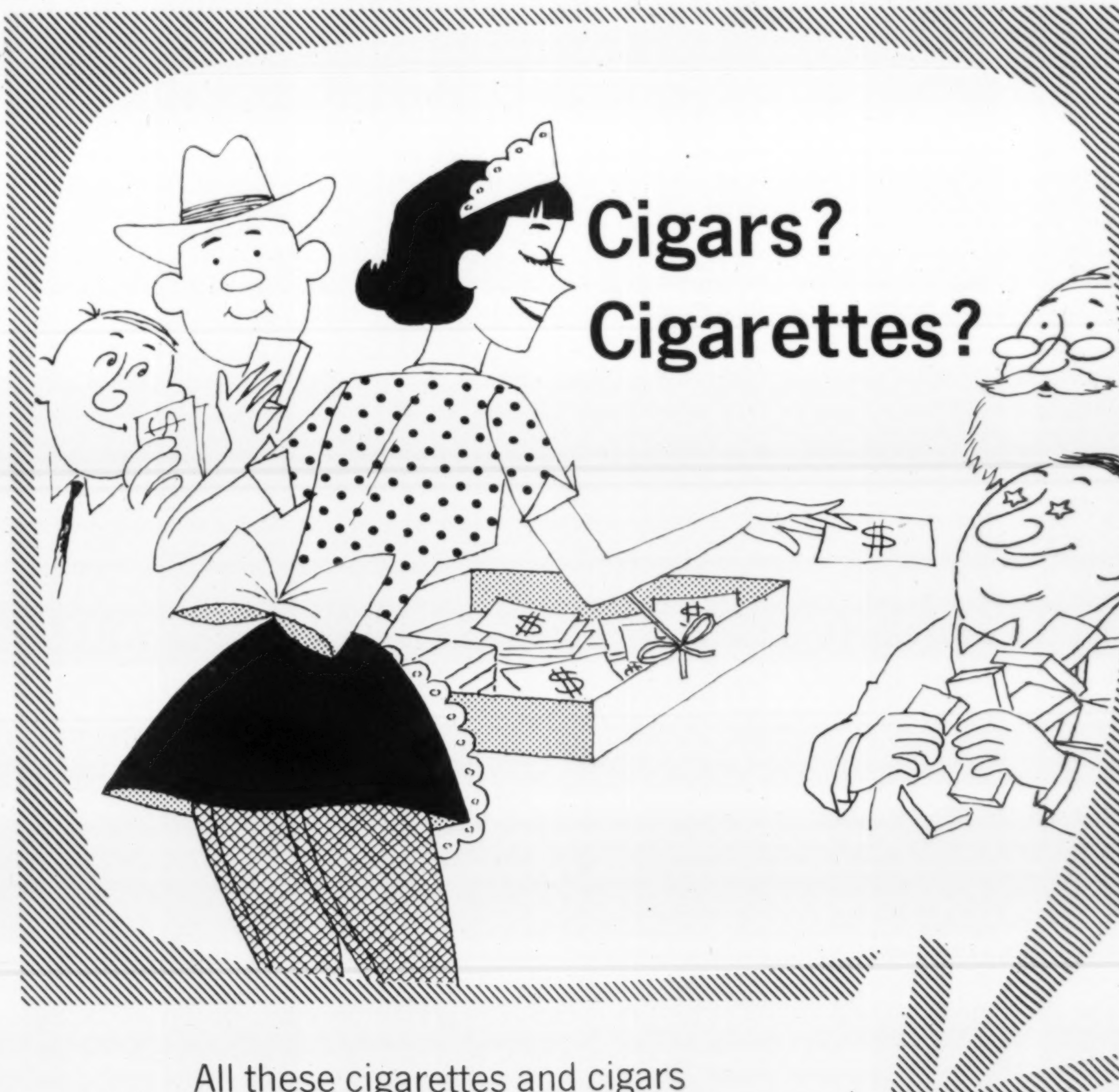
Greater than Las Vegas, Tacoma, Tulsa, Wichita, and many other major markets.

The Arizona Daily Star
MORNING & SUNDAY

Tucson Daily Citizen
EVENING

If you want to cover Arizona the Star and Citizen are a must

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.


Cigars?
Cigarettes?

All these cigarettes and cigars are spotted on the Channel 11 air. Result: Pittsburghers are smoking up a storm. How does your brand stack up?

BEL AIR
EL PRODUCTO
KENT
KOOL
MARLBORO
MURIEL
NEWPORT
OLD GOLD
PARLIAMENT
PHILIP MORRIS
RALEIGH
VICEROY

CHANNEL WIIC 11
The eyes of Pittsburgh
Represented nationally by Blair-TV

kets about 3,000 products, operates in four major areas—proprietary drugs, ethical drugs, veterinary drugs and chemicals and plastics.

Proprietary drugs—sold through Vick Chemical and Vick International divisions and produced under the supervision of Vick manufacturing division—chalked up sales of $59,400,000, up 17.2% from $50,300,000 in 1959. This represented 45.5% of Richardson-Merrell's total sales volume.

Ethical and veterinary drug sales rose 16.7% to $56,600,000 from $48,600,000 in 1959. Sales of chemicals and plastics climbed to $16,300,000, up 10.2% from $15,000,000 in 1959.

International sales, which included 117 countries outside the U.S., were $27,600,000, 9.5% above the previous year's $25,200,000 and 28.3% higher than the $21,500,000 sales two years ago.

■ The company's consumer arm is Vick Chemical Co., which markets a line of proprietaries, including Vicks VapoRub, undisputed leader in the cold medication field, ahead of Ben-Gay and Mentholatum; Formula 44 cough medicine; Vicks Double-Buffered cold tablets; Vicks cough drops; Vicks throat lozenges; Vicks Sinex nasal spray; Vicks Medi-Mist; Vicks Improved cough syrup; Lavoris mouth wash and Clearasil, for treatment of pimples and acne.

The company says that VapoRub, Vicks inhaler, Formula 44, Vicks cough drops, and Clearasil each has a dominant share of its market. Formula 44 and Vicks Improved cough syrup between them sell more than the next five proprietary cough syrup brands, the company stated. Vick cough drops have about a 33% share of market, slightly ahead of the Smith Bros. entry. Lavoris, which Richardson-Merrell recently acquired, has about a 10% share, far outdistanced by Listerine's 60%. Vicks VapoRub is said to do about 70% of the business in the chest rub field.

In spite of these good showings, however, the company has had a hard time getting a cold tablet product off the ground, and is currently testing Theracin anticongestant tablets in Peoria, Wichita and elsewhere. Advertising for Vicks cold tablets switched in February, 1960, from Ogilvy, Benson & Mather to Sullivan, Stauffer, Colwell & Bayles.

■ Richardson-Merrell's biggest ethical division, Wm. S. Merrell Co., Cincinnati, spent about $750,000 in medical journals in 1960, with about $148,600 going to the *Journal of the American Medical Assn.* The division spent another $500,000 on direct mail advertising.

A substantial portion of the estimated $1,250,000 expenditure on medical journal and direct mail advertising went to promote MER/29, a drug introduced in 1960 which the company says reduces excess cholesterol in the body by inhibiting the body's own production of cholesterol, resulting in decreased levels in the tissues and blood. It is reported that the Merrell division spent about $250,000 on the first introductory mailing for MER/29, in which Merrell sent out plastic binders to doctors all over the country, with data and reprints of clinical papers discussing the new drug.

Another new Merrell division product to get a big introduction was Tenuate, an appetite-control drug which the company says suppresses the desire for food without the side-effects of nervousness or sleeplessness. It's estimated that the division spent about $300,000 on this product last year.

The National Drug division markets the same drug under the name Tepanil. This division is reported to spend about $750,000 promoting its products, including sampling and exhibits. Most of this sum went to advertise Orenzyme, with sales reported at $1,000,000, and its sister product, Parenzyme, both of which are drugs to speed healing.

In fall, 1960, Richardson-Merrell embarked on a $657,000 campaign to raise $1,000,000 for CARE. The company used spot tv, ten CBS network tv shows, inserts in Sunday supplements and *Look* and *The Saturday Evening Post*. The "Vicks CARE Crusade" asked customers to send 50¢ or more to CARE with an entry blank available at 220,000 point of sale displays. Winners received two-week "people-to-people" trips to Europe or movie cameras.

■ Among shifting personnel, Edward P. Anderson, exec vp since 1957, was named last month to the new post of senior vp of advertising. He is concerned with advertising in the company's ten divisions and will supervise Morse International, Richardson-Merrell's house agency. Richard Waters, president of Vick Chemical Co. division, succeeds Mr. Anderson at the parent company while continuing his position at Vick. Also, Malcolm S. MacGruer has been named merchandising manager of the Vick division and Henry H. Jessup Jr. was named sales promotion manager. Albert Carroll, former vp of the international division of Richardson-Merrell, joined Lever Bros. as special products manager of the Pepsodent division.

On the agency front, Vicks Vatronol nasal medication and Sinex nasal spray switched from Morse International to Sullivan, Stauffer, Colwell & Bayles. Morse, in turn, picked up the Clearasil product line. Batten, Barton, Durstine & Osborn had Clearasil shampoo; Lennen & Newell had Clearasil ointment. F. H. Hayhurst Co., Toronto, was named to handle Canadian advertising for Vicks Lavoris.

Last May, the Federal Trade Commission issued a complaint charging Richardson-Merrell with falsely advertising Vicks Double-Buffered cold tablets. FTC stated that the cold tablets will not cure or shorten the duration of a common cold as represented in Vick advertising. The company denied that the advertising is in any respect false and misleading. It said advertising "does not imply a cure for the common cold, but stresses the symptomatic relief that the product brings to cold sufferers."

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,101,365	$ 413,102
Magazines	1,387,856	861,282
Farm Publications	577,183	443,494
Medical Journals	750,000	600,000
Network Television	2,374,527	3,115,200
Spot Television	2,213,520	1,272,741
Total Measured	8,304,451	6,705,819
Total Unmeasured	6,195,549	5,794,181
Estimated Total Expenditure	14,500,000	12,500,000

VICK CHEMICAL CO. DIVISION
New York

MARKETING PERSONNEL

E. B. Newson, vp-sales
W. P. Jeffery Jr., vp-Clearasil

Advertising

E. P. Zobian, vp and director of advertising
R. G. Secrist, group advertising manager
H. W. Finch, advertising manager
G. E. Morgan, advertising manager
J. H. Williford, advertising manager
D. M. Close, advertising manager
C. V. Taylor, advertising manager
C. A. Smith, advertising manager

ADVERTISING AGENCIES

Morse International, New York—Clearasil stick, Clearasil soap, Clearasil ointment, Lavoris oral spray, Lavoris mouth wash, Vicks VapoRub, Vicks Improved cough syrup, Vicks Formula 44, Vicks cough drops, Vicks inhalers, Vicks lozenges—J. Perry, B. S. Mantz, S. Carter, J. Bruno, E. Simons, account executives.

Sullivan, Stauffer, Colwell & Bayles, New York—Vicks Double-Buffered cold tablets, Vicks Vatronol nose drops, Sinex nasal spray, Sinex decongestant tablets—Ralph Smith, account supervisor; Horace Hagedorn, account executive.

VICK INTERNATIONAL DIVISION
New York

MARKETING PERSONNEL

A. V. Ellrodt, vp
T. M. Plowden, vp
M. S. Lewis, vp
R. M. Seitz, vp—research

ADVERTISING AGENCY

Morse International, New York—H. Greissman, account executive. Other agencies used in all major overseas markets.

WM. S. MERRELL CO. DIVISION
Cincinnati, O.

MARKETING PERSONNEL

P. Ritter, vp and marketing and sales manager
G. Totten, director of advertising and promotion

ADVERTISING AGENCIES

Sudler & Hennessey, New York—all products except MER/29—Stuart Williams, account supervisor.

William Douglas McAdams Inc., New York—MER/29—De Forest Ely, M.D., account supervisor.

NATIONAL DRUG CO. DIVISION
Philadelphia

MARKETING PERSONNEL

T. E. Ersly, vp and general sales manager

Advertising

W. H. Von Rosenstiel, vp and advertising manager

ADVERTISING AGENCIES

William Douglas McAdams Inc., New York—Bradley Burch, account supervisor.

Harvey & Thomas, Philadelphia—E. G. Thomas, account executive.

WALKER LABORATORIES INC.
Mount Vernon, N. Y.

MARKETING PERSONNEL

R. P. Smith, assistant advertising and promotion manager
J. F. Pendrak, assistant sales manager

ADVERTISING AGENCY

Sudler & Hennessey, New York—all products—Walter Wilkins, account executive.

JENSEN-SALSBERY LABORATORIES
Kansas City, Mo.

MARKETING PERSONNEL

J. C. Davis, vp and director of marketing
J. W. Keays, promotion-advertising manager

ADVERTISING AGENCY

None at the present time.

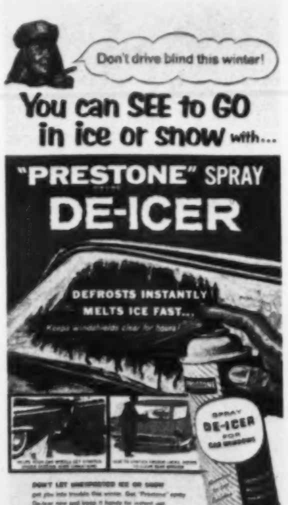
HESS & CLARK DIVISION
Ashland, O.

MARKETING PERSONNEL

R. H. Eshelman, vp and general sales manager
B. L. Earhart, feed products manager
J. W. James, feed products advertising manager
J. R. Pfeil Jr., animal health products manager
R. E. Hutchison, assistant animal health products manager

ADVERTISING AGENCY

Klau-Van Pietersom-Dunlap, Milwaukee—all products—E. E. Cooper, account supervisor, and Marvin L. Rand, manager of agriculture—consumer public relations division.


Don't drive blind this winter!
You can SEE to GO in ice or snow with...
"PRESTONE" SPRAY DE-ICER
DEFROSTS INSTANTLY MELTS ICE FAST...
SPRAY DE-ICER
GREATEST DRIVING DISCOVERY SINCE ALL-WINTER ANTI-FREEZE

HANDY—*A Union Carbide Corp. campaign for Prestone Spray De-Icer in 1960 got ad blasts of $224,241 on network tv and $76,582 in four-color comics. William Esty Co. is the agency.*

J. T. BAKER CHEMICAL CO.
Phillipsburg, N. J.

MARKETING PERSONNEL

W. F. Schumacher, vp in charge of sales
C. H. Slater, marketing and advertising manager
F. W. Hammesfahr, director commercial development

ADVERTISING AGENCY

Wildrick & Miller, New York—all products.

EXTRUDED PLASTICS, INC.
Norwalk, Conn.

MARKETING PERSONNEL

James L. Kirkpatrick, sales and advertising manager

ADVERTISING AGENCY

Edward W. Rowbotham Co.

Schenley Industries Inc.

	1960†	1959
Sales	$381,549,350	$460,038,891
Earnings	8,044,918	18,085,454
Advertising	24,600,000	25,845,900

†Fiscal year ended Aug. 31, 1960.

Schenley Industries Inc., the 35th largest national advertiser, cut its advertising expenditure for the second consecutive year in 1960. The company's investment of $24,600,000 was down 4.6% from 1959.

The advertising cut was due to a poor sales year. In the fiscal year ended Aug. 31, 1960, Schenley's volume dropped 17% below that of 1959. Operating earnings, before a special credit equal to 80¢ a share from the sale of its ethical drug division, dropped to 50¢ a share as against $3.07 in 1959. Schenley attributed the decline to its program "to reduce sharply taxpaid inventories in the hands of our wholesalers, to improve the ratio of wholesalers' taxpaid inventories to sales, and to reduce accounts receivable from retailers."

Lewis S. Rosenstiel, chairman and president, predicted "considerable" improvement in sales and earnings for the 1961 fiscal year. Subsequent quarterly reports showed Schenley had increased its net profit for the nine months ended last June 30 to $8,556,191 from $5,245,344 in the same period in 1960. Primary sales effort will be devoted to the new aged whiskies program for which Schenley allocated some $21,000,000 in advertising in the next two years. This represented an increase of some 25% over the usual advertising outlays for these brands.

A total of 15 brands were upgraded in age and now range from 6 to 8, 10, 12 and 15 years. Mr. Rosenstiel reported the program represented an investment of $220,000,000 in inventories of aged and aging whiskies. Schenley boasts that its inventory of 4,100,000 bbls. of aged and aging whisky is unmatched by any other distiller. According to Mr. Rosenstiel, Schenley is two to five years ahead of other U. S. distillers in the aged whisky field.

■ To fit the new marketing strategy, Schenley on Jan. 1 placed two veteran sales executives in charge of its principal sales arms for dommestic whiskies. Jack H. Hornsby, former vp in charge of control states' sales for Melrose Distillers Co., was named exec vp and general sales manager for Melrose in all states. At the same time, the Melrose product line was expanded to include Park & Tilford and Dant brands in open states.

Harry J. Greenwald, former vp in charge of control states' sales for Schenley Distillers Co., was named exec vp and general sales manager for this sales affiliate in all states. The product line includes I. W. Harper, Ancient Age, George T. Stagg, Old Echo Spring and James E. Pepper bourbons.

While Schenley is renowned for its constant shuffles, it points out that nearly 60% of its employes have been with the company for more than ten years. However, several top echelon executives left the ranks last year. Walter Jahn, former vp in charge of marketing, left last December to become president of two wholesale distributing houses in New York State. He took with him two Schenley colleagues: Harvey Chaplin, assistant marketing director, and Edward Brudner, assistant divisional sales manager.

About the same time, Sidney G. Stricker Jr., former vp and director of advertising, and former president of Schenley's I. W. Harper-Ancient Age Distilling Co., resigned. Mr. Stricker, a company veteran, was named last April to the newly created title of vp in charge of marketing of Revlon Inc.'s international division.

Schenley lost another of its old guard last May when Sidney E. Frank resigned as a $79,000-a-year vp, director and member of the five-man general management committee. His departure followed "strong disagreement over policy" with Mr. Rosenstiel. Subsequently last June, Mr. Frank's wife, who is Mr. Rosenstiel's daughter, filed suit in Los Angeles, disputing the election of three trustees of the $15,000,000 Lewis S. and Dorothy H. Rosenstiel Foundation. One of the trustees whose election she disputed was Cardinal Spellman.

Mrs. Frank also charged her father with mismanagement of the corporation, and said her husband had been forced to resign. Her affidavit alleged that Mr. Rosenstiel's associates had made "inexplicable" gains in dealings with Schenley Industries and that its earnings had been "artificially inflated."

■ Schenley was well to the fore in attempting to break from the tight forms in which liquor marketing and advertising are bound by state and federal regulations. Harry J. Greenwald, exec vp and general sales manager of Schenley Distillers Co. declared: "No other lawful industry has to put up with such built-in-legal nonsense." Consequently, Schenley led a concentrated attack on what it termed "one of the most harmful of these regulatory inequities and antiquities—the Federal prohibition against bottling whiskies in business-like sizes." In January, 1960, the company petitioned the federal government for the right to market liquor in additional sizes. The proposal has been vigorously opposed in the industry. No decision has yet been announced.

Schenley broke with one of its more unorthodox campaigns in West Coast newspapers last April. The campaign for James E. Pepper bourbon used "skyscraper" ads created by Mogul, Williams & Saylor. Each "skyscraper" ad comprised six-column units composed of five separate but adjacent ads with virtually the same copy and layout in each. Each ad was shaped like a skyscraper with a two-column ad in the center flanked by two single-column ads. The agency worked out that approach because "there's just so much that can be said about a brand, and just so many ways of saying it" in the light of federal, state and local regulations governing liquor ads.

Last March, Schenley took another step to muscle in on a market dominated by Hiram Walker's Canadian Club and Seagram's VO Canadian. The company revamped its Canadian OFC brand from a six-year-old label to an eight and 12-year-old brand, and scheduled a series of third-cover, four-color ads in *Business Week*. The Schenley entry was bucking massive magazine investments by the other brands. In 1960, Canadian Club spent $1,874,671 in magazines, and V.O. pumped $1,433,939 into magazines. By comparison, Schenley's investment for the year was $140,015. In newspapers, Schenley also faced massive competition. Canadian Club spent $1,202,439 last year, while V.O. invested $1,193,928. Schenley's expenditure was $698,856.

Schenley explained its entry into a business publication as an attempt to move away from its old buckshot strategy, and indicated that more of the same approach would follow.

Schenley got embroiled in a tv hassle early this year over its radio and tv commercials for Dubonnet wines. Stations subscribing to the National Assn. of Broadcasters code turned down the commercials (prepared by Kleppner Co.) as sidewinding plugs for Schenley's straight stuff. Two stations that turned them down were WNBC-TV and WCBS-TV, but the commercials were accepted by WNTA-TV, and radio stations, WOR, WABC, WINS, WMGM and WNTA. Schenley claimed to have invested some $1,000,000 (four times as much as before) in the campaign. Last July, Schenley moved the account to Norman, Craig & Kummel.

Continuing with the bright ideas, Schenley plugged away at the "whipping" technique theme which it claims to be a "unique super-blending process that marries the ingredients of a blended whisky to give it extra smoothness." The process, "which was one of the liquor industry's best-kept secrets," was begun in 1954. The final product, the company boasts, is Schenley Reserve, which "has a smoothness never before attained in a blended whisky."

Finally this year, as a prelude to the full blast-off for the aged whisky program, Schenley entered the slug-fest in the wine business. While the two California companies, E. & J. Gallo Winery and United Vintners, engaged in a free-wheeling, high-spending ad battle in New York and other major markets, Schenley launched a series of "blockbuster" campaigns for a new line of Roma table wines featuring on the label pictures of a food that goes with each wine.

■ Schenley's investment in magazines in 1960 was practically unchanged from 1959. According to the *Liquor Handbook*, whose estimates differ slightly from AA's own sources, I. W. Harper continued to get most of the heat in that medium, though its allocation was down from the previous year's. In 1960, Schenley invested $756,360 for the brand, as against $836,232 in 1959.

Ancient Age got a stepped-up investment, the magazine expenditure going from $427,983 to $590,773. Old Charter whisky was cut from $428,708 to $291,456, while Schenley Reserve was stepped up from $240,251 to $240,707.

Brands that dropped out of the lists in magazines last year included Melrose, Old Stagg, P&T, Schenley Champion and Sir John Schenley.

Schenley's newspaper investment was some $500,000 above the 1959 level. Schenley Reserve ($1,079,001) was seventh among the top advertisers in that medium.

Other big Schenley spenders in newspapers were Ancient Age, down from $907,525 to $750,556; I. W. Harper, up from $288,734 to $602,825; and Old Charter, practically doubled to $600,696 from $320,742 in 1959.

■ In the field of space buying, Schenley emerged from the recent newspaper discount hassles as a company set in its ways. "It's too early for newspapers to change a liquor company's buying habits," a Schenley source said. Schenley was practically out of newspapers in January, July and August, and as a result the company finds it almost impossible to earn discounts with Continuity-Impact-Discount (C-I-D) plans. Schenley has had individual brand contracts under master contracts with dailies since 1943.

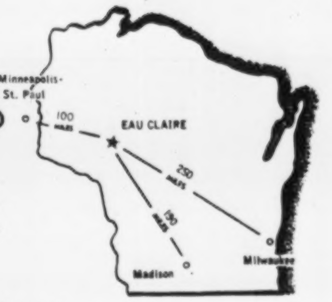
On the agency front, Schenley's line-up remained unchanged through the year. Last major shuffle was to drop Batten, Barton, Durstine & Osborn in 1959 and award more accounts to Doyle Dane Bernbach.

The recent shifts (Dubonnet to Norman, Craig & Kummel) and J. W. Dant Charcoal Perfected (to

EAU CLAIRE

Wisconsin's 5th Metropolitan Market Is ISOLATED
—Can Be Sold Only from the Inside

A glance at the map will show that you're covering the Eau Claire market only when you're in the Leader & Telegram. There's no large city within 90 miles of Eau Claire.



★ Eau Claire is the hub of a 6-county trading area with . . . 183,900 People* 49,100 Households* $273,212,000 Income* $205,284,000 Sales*

*SM Survey of
Buying Power 5/10/61

The Only Way to Get effective, Highly Merchandisable Coverage in Wisconsin's 5th Market

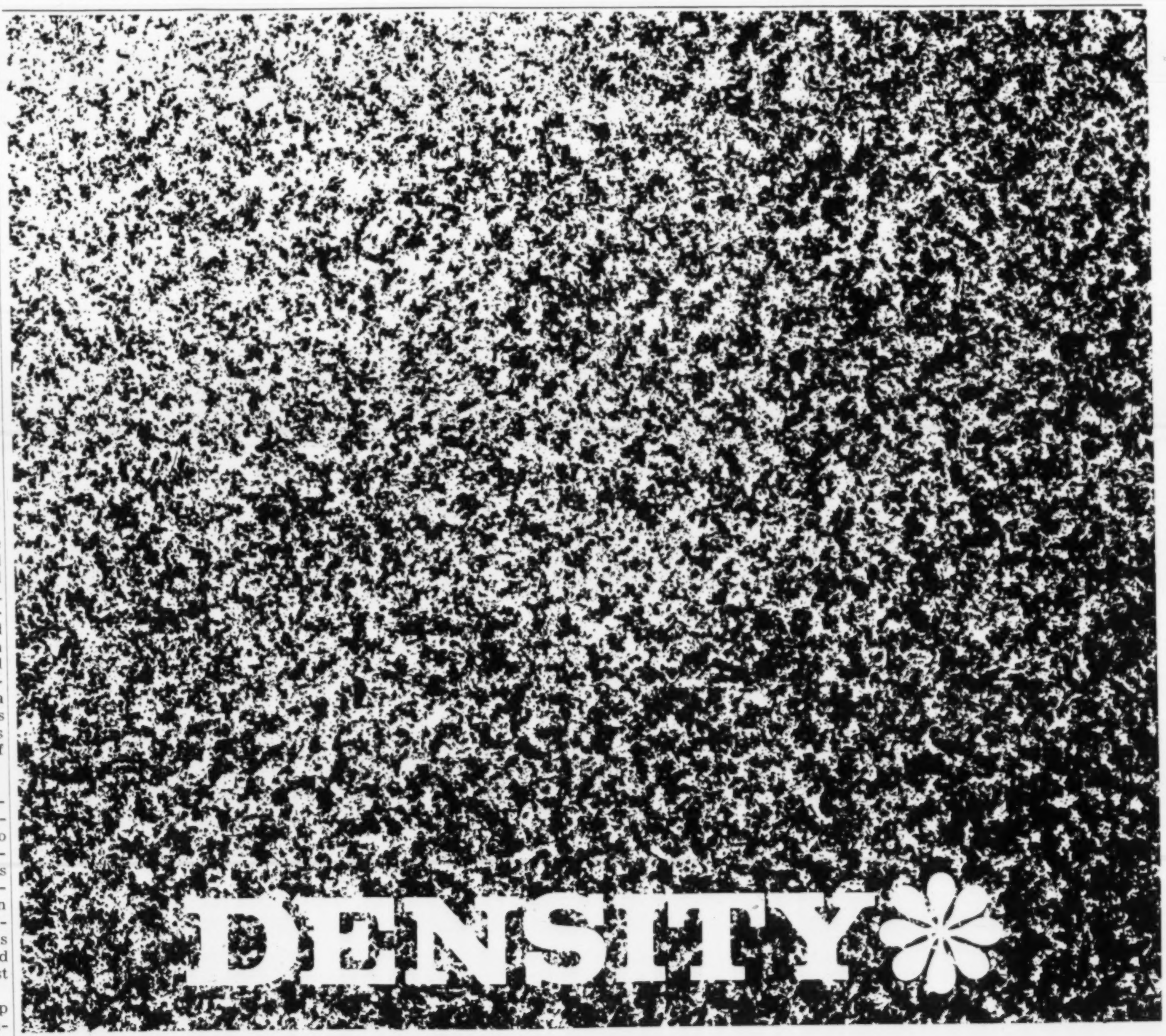
THE EAU CLAIRE
LEADER & TELEGRAM

MORNING • EVENING • SUNDAY
Represented by SHANNON & ASSOCIATES, INC.

Newspaper isolation . . .
6-county Circulation (ABC 3/31/60)
Six counties isolated by preference—where readers establish the Leader-Telegram as No. 1 choice with double the circulation of all "outside" papers combined.

LEADER-TELEGRAM		23,751
Minneapolis	—morning	1,611
	—evening	1,368
St. Paul	—morning	1,660
	—evening	749
Milwaukee	—morning	1,547
	—evening	572

Total Leader-Telegram circulation—27,647



close, compact, crowded . . . Providence, the "Must Buy" market responds most to the showmanship of WJAR-TV. Programmed to penetrate, WJAR-TV reaches the big "Must Buy" audience with the best of NBC-ABC plus prime feature films . . . a harvest of sales power from continuing market leadership.

✻ ARB 1960 TV Homes

WJAR-TV NBC ABC Represented by Edward Petry & Co. Inc.

McCann-Erickson), both out of Kleppner Co., were the first sizable switches in a long time.

The media breakdown reported by the company differs substantially from the figures obtained from AA's usual sources, the various statistical bureaus and associations. Both sets of figures are published below. Production and talent costs may account for the higher media totals listed by Schenley. Measured figures listed by AA in the second table are for time and space only, and production and talent costs are included in unmeasured total.

ADVERTISING EXPENDITURES*

	1960	1959
Newspapers	$10,000,000	$ 8,693,900
Magazines	4,500,000	3,567,100
Business Publications	600,000	726,300
Radio-Television	500,000	604,100
Outdoor and Transportation	3,000,000	1,781,000
Total Measured	18,600,000	15,363,300
Total Unmeasured	6,000,000	10,472,600
Estimated Total Expenditure	24,600,000	25,845,900

*Figures supplied by Schenley.

ADVERTISING EXPENDITURES†

	1960	1959
Newspapers	$ 8,206,851	$ 8,693,900
Magazines	3,429,290	3,567,100
Business Publications	380,000	726,300
Spot Television*	85,670	604,100
Outdoor**	1,454,825	1,283,367
Total Measured	13,556,636	15,373,300
Total Unmeasured	11,043,364	10,472,600
Estimated Total Expenditure	24,600,000	25,845,900

† Based on AA's usual sources.
* Listed under Affiliated Distillers Brand Corp.
**Includes $22,530 for distributors.

SCHENLEY INDUSTRIES INC.

Executive and Finance Committee

Lewis S. Rosenstiel, chairman and president
W. Earle Blakeley, exec vp
Ralph T. Heymsfeld, exec vp
Louis B. Nichols, exec vp

SALES AFFILIATES

SCHENLEY DISTILLERS CO.

MARKETING PERSONNEL

Harry Greenwald, exec vp and general sales manager
Edwin Parets, advertising and sales promotion manager
Ernest Feldman, assistant sales manager
Charles Englebardt, sales promotion manager

ADVERTISING AGENCIES

Doyle Dane Bernbach Inc., New York—Schenley Reserve, Schenley Champion, Schenley O.F.C., Sir John Schenley, Ancient Age, Geo. T. Stagg, Schenley vodka, gins, cordials and cocktails, and Certified Bourbon—Al Lieberman, account supervisor.

Kleppner Co., New York—I. W. Harper—John Collins, account supervisor.

Norman, Craig & Kummel, New York—Kintore Scotch, Cream of Kentucky, Samovar vodka—George Coleman, account executive.

McCann-Erickson, New York—Golden Wedding—Irwin Ress, account supervisor.

Mogul, Williams & Saylor, New York—Long John Scotch—Ed Klein, account supervisor.

MELROSE DISTILLERS CO.

MARKETING PERSONNEL

Jack Hornsby, exec vp and general sales manager
Sanford Rose, advertising and sales promotion manager
Alfred Chapman, assistant sales manager
Eugene Okin, sales promotion manager

ADVERTISING AGENCIES

McCann-Erickson, New York—Cascade, Echo Spring, Old Charter, J. W. Dant Charcoal Perfected—Irwin Ress, account supervisor.

W. B. Doner & Co., New York—All Melrose name brands—M. Reise, account executive.

Mogul Williams & Saylor, New York—Park & Tilford name brands, Kentucky Bred, Scottish Majesty, James E. Pepper—Ed Klein, account supervisor.

Kleppner Co., New York—Belmont, J. S. Dant, Old Quaker, Olde Bourbon, Three Feathers—George Varkonyi, account executive.

C.V.A. CO.

MARKETING PERSONNEL

Howard S. Feldman, exec vp and general sales manager
Ken Pearson, advertising and sales promotion manager

ADVERTISING AGENCY

Doyle Dane Bernbach Inc., New York—Cresta Blanca and Roma wines—Al Lieberman, account supervisor.

SCHENLEY INTERNATIONAL CO.

MARKETING PERSONNEL

George R. Gilbert, president
George Sutton, advertising manager

ADVERTISING AGENCY

McCann-Erickson, New York—All brands—Ken Griffiths, account executive.

SCHENLEY IMPORT CO.

MARKETING PERSONNEL

Bernard Goldberg, exec vp and marketing director
I. S. Romer, advertising and sales promotion manager

ADVERTISING AGENCIES

Kleppner Co., New York—Calvet wine, Cherry Heering, Cook's champagne, Dewar's Scotch, Lanson champagne, McNaughton's Canadian whisky—John Collins, account supervisor.

W. B. Doner & Co., New York—Rum Carioca; Otard cognac—M. Riese, account executive.

BRANDY DISTILLERS CO.

MARKETING PERSONNEL

Ebb Cooper, vp and sales manager
Robert Franklin, advertising and sales promotion manager

ADVERTISING AGENCY

Norman, Craig & Kummel, New York—Coronet brandy, Dubouchett cordials—George Coleman, account supervisor.

P & T-TINTEX & NOREX LABS INC.

MARKETING PERSONNEL

Donald J. Hamilton, president and general manager
J. Reda, advertising and sales promotion manager

ADVERTISING AGENCY

Grey Advertising, New York—Amitone, Antacid tablets, Tintex fabric dyes—George DePue, account supervisor.

Jos. Schlitz Brewing Co.

	1960	1959
Sales*	$240,000,000	$250,000,000
Advertising*	18,000,000	15,500,000

*Estimated by AA

Jos. Schlitz Brewing Co., Milwaukee, the 51st largest national advertiser, is believed to have boosted its advertising expenditure more than 15% to an estimated $18,000,000 in 1960 to check a declining sales curve.

A large part of the advertising increase was for stepped-up promotion and expanded distribution of Old Milwaukee popular priced beer.

Despite some falling off of sales in the past three years, Schlitz remains the second largest brewer in the nation. But it may soon have to get back on the upturn if it is to maintain that strong position in the face of continued gains by first-place Anheuser-Busch, third-place Falstaff and other leaders in the past several years.

■ Schlitz' sales last year dipped to 5,640,000 bbls. from 5,860,000 bbls. in 1959. This compared with 5,875,000 bbls. in 1958 and 6,023,000 bbls. in 1957, a year in which Schlitz lost its industry leadership to Anheuser-Busch and dropped to second place.

In the first quarter of 1961, sales were estimated to be down about 23,675 bbls. from the 1960 first quarter, although the important, heavy-buying summer season was still to come.

Schlitz' share of market last year was 6.4% (down from 6.7% in 1959) and compared with 9.6% for Anheuser and 5.6% for Falstaff.

Schlitz is a closely held private company, with all stock held by the Uihlein family, descendants of the founder, so that sales and profit figures are not available. On the basis of barrel sales, however, total sales of the company are estimated at about $240,000,000, down from an estimated $250,000,000 in 1959.

Strong efforts to lay the groundwork for a comeback were evident at Schlitz in 1961. In February, Erwin C. Uihlein, president of Schlitz since 1933, moved up to board chairman and was succeeded by 45-year-old Robert A. Uihlein Jr. as president. The new president, a nephew of Erwin Uihlein, had been exec vp since 1959 and with the company since 1942.

Three months later the company, in the nation's biggest account switch of the year so far, dropped J. Walter Thompson Co. and appointed Leo Burnett Co. to handle $15,000,000 in Schlitz billing. The change did not affect the company's other three agencies—Post & Morr, for the company's Old Milwaukee beer; Majestic Advertising, which handles painted bulletins, and Gotham-Vladimir, for export advertising.

The agency appointment was notable in that Burnett landed the giant account without a presentation—for the second time in nine years (Burnett had handled Schlitz for a brief four months in 1952, and agency-client differences generated at that time were now forgotten). Schlitz was impressed with Burnett and its work, called in Burnett top executives for a two-hour conference and a week or two later notified the agency that it had won the account. A major factor in the decision was recommendation of Burnett by Director of Advertising Patrick H. Gorman, who took his post at Schlitz on Jan. 6 of last year, coming from Bryan Houston Inc., New York, where he was vp and director of marketing.

Mr. Gorman commented that Schlitz has "embarked upon an all-out drive to regain top position in the brewing industry." Major aspects of the drive included expanded distribution and stepped-up promotion of Old Milwaukee and a broadened advertising organization, including separate advertising managers for each of the company's four U. S. sales areas.

■ Old Milwaukee, which was introduced in Michigan in 1959, backed by a $2,000,000 advertising and promotion expenditure that year, was soon expanded into southern Illinois and, in early 1960, into Richmond, Va.; Tampa, Fla., and Dallas, Tex. The brand, with which the company hopes to capitalize on the trend to popular price beer in recent years, had tough sledding at first. But the company has pressed on vigorously and since mid-1960 has opened additional markets in Florida, South Carolina, Georgia, Alabama, North Carolina and Maine—expanding the distribution area to ten states. In 1961 in addition to heavy promotion in new markets, revived marketing efforts are being launched in states where the brand was introduced previously.

Expansion of Old Milwaukee is under the direction of Fred R. Haviland Jr., director of market planning. Advertising responsibility for the brand has been assigned to Bill G. Moomey, who was appointed regional brands advertising manager last March. Formerly advertising manager of Adolph Coors Co., Denver brewery, he succeeded Roy Bernier, who resigned.

While Old Milwaukee is not a new brand—Schlitz has produced a beer under that brand in limited quantities since 1934—it is a new beer, with what the brewer is promoting as a "distinctive taste and character." Post & Morr (formerly Gordon Best Co.) took over the Old Milwaukee account from Grant Advertising in February, 1960.

About 50% of billings for Old Milwaukee are in spot tv. Introductory campaigns include full-color r.o.p. in newspapers. The advertising also includes outdoor and 150 or 200 radio spots weekly. Some painted bulletins are used, where 24-sheets are not available.

■ Despite the increased activity for Old Milwaukee, the big share of the brewery's advertising expenditures goes for Schlitz premium beer, second largest selling beer in the nation (behind Budweiser). The brand is a big user of network television, where it got $2,625,530 last year. In 1960 Schlitz added a new program, the CBS "Sunday Sports Spectacular," a 90-minute look at leading sports activities, presented Sunday afternoons from Jan. 3 to April 10. Schlitz continued the show in 1961 and has ordered it again for 1962. In the spring of last year, Schlitz sponsored tv and radio broadcasts of the "Triple Crown" of horse racing—the Kentucky Derby, Preakness and Belmont Stakes.

Measured media figures show that the spot tv investment for Old Milwaukee last year was increased about $300,000 to $757,000 from $464,210 in 1959, while spot expenditures for Schlitz beer were cut about that amount to $1,427,870 (including $300,830 spent by distributors) from $1,711,310 (including $325,370 by distributors) in 1959.

Last year the Schlitz brand got $1,930,610 in magazines, about level with $1,991,886 in 1959. Newspaper expenditures for Schlitz were $360,383, up from $202,454 in 1959, and for Old Milwaukee, $173,662, up from $93,270 in 1959.

■ The broadened advertising program, including appointment of four regional advertising managers, was aimed, the company said, at maintaining "closer and more efficient field coordination of the company's increased regional advertising expenditures." Newly appointed regional advertising managers were Max R. Call, central area (headquarters, Chicago); Edward F. Rohlin, southern area (Atlanta); Robert B. Hetrick, eastern area (New York), and David J. McDonald, western area (San Francisco).

Other appointments included William A. Golomski, former Chicago management consultant, as assistant to the director of market planning; and Jerome H. Boknevitz, former Schlitz senior analyst, as manager of the business research division. Mr. Golomski will concentrate on "internal" company research, while Mr. Boknevitz will direct market, business and operations research. Robert E. Livingston, former assistant general sales manager of Carling Brewing Co., joined Schlitz as western sales manager.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 534,045	$ 295,724
Magazines	1,930,610	1,991,886
Network Television	2,625,530	1,410,407
Spot Television*	2,185,000	2,175,520
Spot Radio	**	2,710,000
Outdoor	3,096,042	1,913,614
Total Measured	10,371,227	10,497,151
Total Unmeasured	7,628,773	5,002,849
Estimated Total Expenditure	18,000,000	15,500,000

* Includes $300,830 for distributors in 1960 and $325,370 in 1959.
**Not measured in 1960; spot radio total, believed to have been about the same as in 1959, is included in unmeasured total for 1960.

MARKETING PERSONNEL

Sales

Richard H. Macalister, eastern sales manager
Robert E. Livingston, western sales manager
C. B. Margerum, regional brands sales manager

Market Planning

Fred R. Haviland, director of market planning

Advertising

P. H. Gorman, director of advertising
Francis L. Smawley, advertising manager
R. A. Martin, regional advertising manager, Schlitz
Bill G. Moomey, regional brands advertising manager, Old Milwaukee
Loriena Warren, media manager

Merchandising

Herbert E. Palaith, director of merchandising
Ralph Gibson, regional brands merchandising manager

ADVERTISING AGENCIES

Leo Burnett Co., Chicago, Schlitz—Dewitt Jones, account supervisor; William Robinson, national account executive, and Charles Packer, regional account executive.

Post & Morr Inc., Chicago (formerly Gordon Best Co.) Old Milwaukee—Anthony J. Hebel, account supervisor.

Gotham-Vladimir Inc., New York, export advertising—Richard Hobbs, account supervisor.

Majestic Advertising, Milwaukee, painted bulletins, Kansas City Athletics.

Scott Paper Co.

	1960	1959
Sales	$313,276,344	$297,159 550
Earnings	27,729,943	24,795,070
Advertising	11,200,000*	10,700,000*

*Estimated by AA

Scott Paper Co., Chester, Pa., the nation's largest manufacturer of toilet tissues and paper towels and 78th largest national advertiser, is estimated by ADVERTISING AGE to have hiked its advertising 4.6% to $11,200,000 in 1960, a record sales year.

The company continued heavy emphasis of tv in its national schedule, and the resulting measured media investment last year was a little more than $100,000 above the 1959 level of $8,319,155.

Scott doubled its use of newspapers and hiked spot tv almost 50%. But outdoor, halved in 1959, was eliminated last year, and magazines got a $600,000 slash from the $2,454,769 invested the year before.

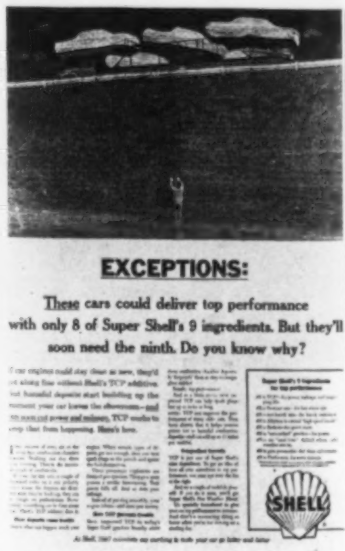
■ Sales continued their steady climb, rising 5.4% to $313,276,344. Net income rose 11.9% to $27,729,943, practically matching the 12.1% rise the year before.

The pace continued in 1961, with sales and earnings setting records. In the first half, earnings rose 4.2% over the 1960 period on a 3.3% rise in sales. In the second quarter of 1961, Scott sales totaled $83,618,395, up 7.7% over $77,650,700 in the previous second quarter. Net earnings were $7,272,855, up 8.1% from $6,725,075 in the 1960 second quarter.

Scott credited a large share of its record sales and earnings to improved efficiencies in manufacturing. At the same time, Scott has initiated a study aimed at gaining new efficiencies in advertising. Midway through 1960, Scott's industrial marketing division embarked on a $500,000 test program in 11 cities in an attempt to "pin down exactly how much influence certain types of advertising and promotion can have on industrial sales." Handled by Ketchum, MacLeod & Grove, Pittsburgh, the program called for ads in *Business Week* and *Purchasing Week*, plus three monthlies. In addition, direct mail went out to 40,000 persons. Some 18 mailings were made in 1960. A third phase of the program, which has continued into 1961, was a distributor salesman incentive plan.

■ Sanitary paper products remained the backbone of Scott business. As in 1959, Scott ranked first in the sale of toilet tissues, paper towels and wax paper. It is also a principal producer of facial tissues, though its reported 15% or 20% share of market in this line rated it a distant No. 2 behind Kimberly-Clark's Kleenex, with more than 40%. Last year Scott expanded its volume in facial tissue, paper napkin, industrial sanitary and coarse paper fields.

Major factors in the growth of the retail sales line were three new and improved products. They were ScotTowels with a "perf-embossed quality"; Scott family napkins; and Cut-Rite sandwich bags. In the industrial division, sales boosts were provided by Dri-Tones, a



EXCEPTIONS:

These cars could deliver top performance with only 8 of Super Shell's 9 ingredients. But they'll soon need the ninth. Do you know why?

BIG BARRAGE—*One of the advertising stories of the year was Shell Oil Co.'s decision to put at least $13,100,000—virtually its entire budget—into newspaper advertising in 1961, with ads in the above format.*

heavy-duty windshield wiper; a roll towel; and Expanda-Kraft, an industrial paper.

Television provided the broad base of Scott's advertising. The all-brand approach, promoting all consumer products in a single family-oriented ad, was applied to tv this year after its successful introduction to print in 1960. The tv schedule consisted of a strong night-time line-up coupled with both daytime network schedules and extensive spot tv in selected markets. The company participated in reruns of its "Father Knows Best" series on CBS-TV, and maintained sole sponsorship of the situation comedy, "Bringing up Buddy."

■ As in previous years, Scott advertising dramatized distinctive product qualities, while many packaging modifications were made "to further portray that concept." Waldorf bathroom tissues were a highlight of the 1960 program, its new soft quality setting the theme for the largest print campaign in the brand's history. The package was restyled as part of an over-all program in which more than $500,000 was invested. Effective last April, Scott moved the product from J. Walter Thompson Co. and assigned it to Ted Bates & Co.

Thompson, however, remains Scott's No. 1 agency, a position it has held since 1937. Thompson continues to be responsible for ScotTissue and Soft-Weve bathroom tissue, ScotTowels, Scotties facial tissues, Cut-Rite wax paper, Scotkins paper napkins, Scott family napkins and Wonder Wrap, currently being test marketed.

Bates was also named for a "long term project for new product development." Some industry sources indicate that Scott is preparing to move into the school supplies market cracked by St. Regis Paper Co. last fall.

■ Several products went into tests. For the past year, Wonder Wrap, Scott's plastic food wrap, and Scotkins cocktail napkins, have been developed through test market findings. A third product, Confidets sanitary napkins, has been given broad New England distribution following successful localized tests in Milwaukee, Seattle and Providence.

Most significant packaging modifications among the consumer products were affected in the Scotties facial tissue line. Hankie pack Scotties has been marketed on both coasts, offering Scotties individually folded to handkerchief size. Other Scotties boxes in several test markets currently offer a new Magic Oval dispensing feature which allows tissues to "float up" individually or be removed by the handful.

In addition to these tests, Scott is continuing to develop and test a brand new "Scott Family" line of convenience-necessity products.

Non-paper products are also being developed. Chief among these is the Scott Foam line. Scott Apparel Foam is now widely used as a laminate for clothing, especially out-of-doors wear. Scott Industrial Foam is also extensively used in combustion engines and air-conditioners.

■ On the international scene, the company entered into operating agreements in Italy and the Philippines last year. The Italian company, Burgo Bowater Scott S. p. A., is jointly owned by Scott's England affiliate, Bowater-Scott, and Cartiere Burgo, a leading Italian paper manufacturer. The Philippine affiliate, Eastern Scott Paper Co., was formed with East-

ROCHESTER, MINNESOTA

The *BUSIEST* Metropolitan Market

Consumer	Per Household
Spendable Income	7,831
RETAIL SALES	7,453

Rochester families earn more and spend more than families in any other Minnesota city.

The Outstanding Test Market in the Upper Midwest

A 41,000 population city with a 200,000 population skyline
The 52nd largest airport in the U. S. with 100,000 passengers yearly.

ROCHESTER POST-BULLETIN

Circulation over 26,000 daily *See your John Budd man for more details* COLOR AVAILABLE!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

85.27*
RENEWAL
PERCENTAGE

** ABC Publisher's Statement June 30, 1961, subject to audit.*

More than 85 per cent of Transport Topics weekly readers renew their subscriptions year after year—highest renewal percentage of any national truck fleet publication.

The renewal figure is particularly significant since Tranport Topics also has the highest subscription rate—$10 per year. It shows that when people really want something they are willing to pay for it.

—But even more significant is the long record of high renewals enjoyed by Transport Topics—averaging more than 80 per cent for the past 12 years!

This is the finest tribute any publication can receive from its paid subscribers. To all of them—22,363—we express our appreciation. (Pass-along readership surveys show Transport Topics actually reaches an audience of 98,397 every week.)

We like to refer to our subscribers as *"quality circulation."* There are no high-pressure salesmen selling Transport Topics. Most all subscription orders—90 per cent—are mailed direct to Transport Topics.

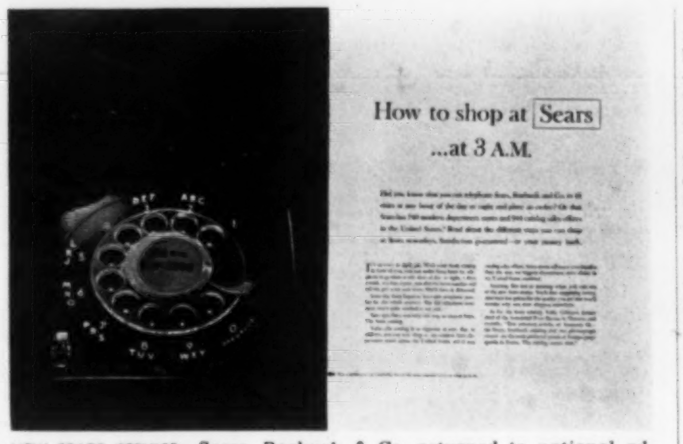
For the latest market data on this quality circulation, see Transport Topics *"tell-all"* advertisement in Standard Rate and Data Service (Business Publications). Copy of publication airmailed on request.

Transport Topics

National Newspaper of the Motor Freight Carriers

Published Weekly by American Trucking Associations, Inc.

1616 P Street, N. W. DUpont 7-3201 Washington 6, D. C.



NEW SEARS SERVICE—*Sears, Roebuck & Co. returned to national advertising in 1961 with magazine ads promoting the corporate image. This ad promotes the company's 24-hour phone service.*

ern Paper Mill Ltd., and will operate a mill in Queson City, Luzon. Scott has other affiliates in Australia, Belgium, Canada, Colombia, England and Mexico.

During the year Scott modified its executive marketing structure. Heading the list of promotions was Harrison F. Dunning, promoted from vp, retail marketing, to exec vp, marketing. Two other marketing men were named vps. They were Thomas B. McCabe Jr., former director of marketing services, who was named vp for all internal marketing phases; and Paul Brown, director of retail sales. Mr. McCabe was succeeded as director of marketing services by N. W. Markus, former vp for marketing with Scott's Canadian affiliate, Westminster Paper Co.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 887,173	$ 419,165
Magazines	1,886,951	2,454,769
Business Publications	158,400	137,100
Spot Television	1,503,190	1,011,750
Network Television	4,020,948	4,100,596
Outdoor	———	195,775
Total Measured	8,456,662	8,319,155
Total Unmeasured	2,743,338	2,380,845
Estimated Total Expenditure	11,200,000	10,700,000

MARKETING PERSONNEL

Sales Group

H. F. Dunning, executive vp, marketing
P. Brown, vp, retail sales
T. B. McCabe Jr., vp, internal marketing
G. W. Pepper, vp, industrial marketing
F. W. Plowman, vp, customer relations
J. George Breitling, national sales manager, industrial packaged products
A. J. Callahan, manager, textile sales, foam division
J. B. Cowie, general sales manager, Hollingsworth & Whitney division
F. Eisenhower, sales manager, Dura-Weve division
G. N. Hartwell, sales manager, cup division
E. O. Mack, manager, industrial sales, foam division

Internal Marketing Group

R. B. Dingfelder, director, market development
D. T. Scott, established product improvement manager
Project managers—R. D. Browning, J. S. Dartnell, F. W. Schoditsch, W. S. Wesson, C. G. Ward Jr., R. C. Morrow Jr., C. T. Tourtellot, R. L. Eller
W R. White, international marketing coordinator
N. W. Markus Jr., director, marketing services
R. J. Girvin, retail marketing manager
Product managers—J. A. G. Beales, Confidets; J. J. Herb, Soft-Weve, Scotkins; J C. Hirst, ScotTowels, Scotties; J. B. McInerney, Waldorf, Wonder Wrap; M. E. McKay, ScotTissue, Scott family napkins; K. M. Gorrell, Cut-Rite, sandwich bags
G. A Hughes, marketing research manager
B. B. Roens, industrial marketing manager
Product managers—J. E. Beck, Hollingsworth & Whitney division, vending and merchant cups; J. F. Seyferth and W. M. Bartels, industrial packaged products; D. W. Dickerson, Scott apparel and industrial foam
J. D. Stocker Jr., advertising manager
O. Bonner, packaging
A. H. Chell, advertising promotion
M. Hiser, media
D. R. Hughes, product publicity
H. L. Peterson, advertising materials
W. R. Wing, merchandising

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—retail products—Garrit A. Lydecker, management supervisor; James DeWolfe, account supervisor; Robert Berry, Tom Fucigna, Ross Thompkins, Tom Wood, Sam Wolf, James Wade, account executives.

Ketchum, MacLeod & Grove, Pittsburgh—industrial packaged products, Hollingsworth & Whitney division, and Scott Industrial Foam applications—Waring Smith, account supervisor; Alvin Berry, account executive.

Compton Advertising, New York—Confidets—William Stewart, account supervisor; Cresson Pugh, assistant account supervisor; J. Stacy Stevens, account executive.

Ted Bates & Co., New York—Waldorf—C. James Fleming, account supervisor; James Clarkson, account executive.

Ehrlich, Neuwirth & Sobo, New York—Scott Apparel Foam applications—Norman Waterman, account supervisor, Allan Waldon, account executive.

Sears, Roebuck & Co.

	1960†	1959
Sales	$4,134,319,550	$4,036,153,139
Earnings	192,186,010	198,670,983
Advertising	43,000,000*	41,000,000*

*AA estimates are for national advertising only, and do not include retail ad expenditures of $72,900,000 in 1960 and $69,500,000 in 1959.
†For fiscal year ended Jan. 31, 1961.

Sears, Roebuck & Co., Chicago, the nation's biggest general merchandiser, enters the list of 100 leading national advertisers for the first time taking 11th place.

Despite the large volume of advertising done by the chain of Sears retail stores throughout the country, the company has been missing from the 100 leaders previously because its measured *national* advertising budget was relatively low. Increased national advertising during 1960 by Allstate Insurance Co., a Sears subsidiary, was largely responsible for moving Sears finally into the list of 100 leading national advertisers. Total national and local advertising done by Sears and its subsidiaries exceeds $100,000,000 annually.

Sears, Roebuck said its total *retail* media ad expenditure in 1960 was $72,937,000, up 4.6% from $69,529,500 in 1959. About 74% of the 1960 total went into newspaper advertising, via some 855 dailies and weeklies. Radio, tv and circulars accounted for the remainder.

■ In addition to retail media advertising, Sears advertises through its famed catalog. The latest book, running 1,482 pages and published in 11 regional editions, was distributed to some 9,000,000 families. The company's catalog operation, which includes two large catalogs and three smaller ones each year, is estimated to cost the company about $35,000,000 annually. In return, Sears gets about $1 billion a year—one-fourth of its total sales—through catalog sales.

The catalog pulls in sales through mail order, telephone shopping, retail store catalog order departments and more than 900 catalog sales offices. The company operates 11 mail order plants in the U.S.

Sears has been an off-and-on national advertiser in recent years, but ~~this year—its diamond~~ jubilee—it instituted a national campaign through a new agency, Ogilvy, Benson & Mather. Cunningham & Walsh dropped the account last fall, reportedly in disagreement over compensation. The current Sears campaign is running in *Life*, *Look* and *Reader's Digest*.

The 740 U.S. stores in Sears' retail chain place their own ads (except in multiple-store cities, where group offices do this). Expenditures are based on a percentage of anticipated sales for the season or any special event being promoted.

Stores are not on their own, however. The Sears corporate offices supply elaborate mats and guidelines for advertising, and zone offices also furnish assistance in ad planning.

■ Sears' net sales of $4.134 billion for fiscal 1960 (ended Jan. 31, 1961) were 2.4% over 1959, when Sears topped $4 billion for the first time. Net income of $192,000,000 was 3.3% below fiscal '59.

In addition to net sales, Sears had income of $27,000,000 as dividends from unconsolidated subsidiaries and affiliates last year. Some $20,000,000 of this was from Allstate Insurance Co., which reported premiums written in 1960 at $502,348,000, a 14.5% increase over '59. Net income was $40,118,000, an increase of 16%.

Sears is also a volume operator south of the border, where stores in nine Central and Latin-American countries account for more than $100,000,000 in annual sales. In Canada, Simpson-Sears Ltd. operates more than 40 retail stores and about 320 catalog-sales offices.

The 140,000 or more items Sears sells are divided into 52 merchandise categories, and are supplied by some 10,000 large and small manufacturers, who in most cases produce goods to Sears specifications.

The products carry such well-known Sears labels as Kenmore and Coldspot (appliances), Tower (camera equipment), Silvertone (radio-tv-phonograph), Pilgrim (men's wear), Craftsman (tools), Harmony House (home furnishings), Allstate (tires and auto accessories) and J. C. Higgins (sporting goods).

Sears holds healthy shares of the market in various fields. Its Kenmore washer and Kenmore dryer are said to be the leaders in their markets, the dryers with an estimated 19%. Sears' Allstate tires are reportedly third in the replacement tire market.

■ Allstate Insurance Co., world's largest stock auto insurance company, spent an estimated $6,000,000 in advertising last year. Allstate perenially battles State Farm (largest mutual auto insurance company) for leadership in the field. Each reportedly has about 7% or 8% of the auto insurance market.

Allstate invested $1,110,000 in magazines last year and $2,790,000 in network television. In addition to measured media, the company uses direct mail, collateral material, and Sears catalog advertising (for which it pays the parent company). Its external publication for policyholders, "Home & Highway," is a quarterly with circulation of 5,500,000. It is reportedly the largest external in the country.

■ A new subsidiary, Allstate Enterprises, was formed by Sears this year to operate the new Allstate Motor Club, a national organization with membership sold through Allstate Insurance outlets. Although the two Allstate subsidiaries are separate, they have many of the same officers, including Judson B. Branch, president, and Robert Gorman, advertising director. Stephen Gilman, formerly with American Automobile Assn., is director of Allstate Motor Club.

The motor club publishes its own quarterly for club members, "Discovery," but is not expected to do much advertising until next spring. Leo Burnett Co., which handles Allstate Insurance advertising, is also agency for the motor club.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers*	$ 681,598	$ ———
Magazines	1,271,189	1,571,046
Farm Publications	2,939	1,431
Business Publications	8,400	8,000
Spot Television	961,070	947,720
Network Television	2,827,765	1,964,691
Total Measured	5,752,961	4,492,888
Total Unmeasured	37,247,039†	36,507,112
Estimated Total Expenditure	43,000,000	41,000,000

*Billed entirely to Allstate Insurance Co.
†Includes $35,000,000 for Sears catalogs.

MARKETING PERSONNEL

George H. Struthers, vp in charge of merchandising
Frank J. Schell, general mail order merchandising manager
Robert H. Anderson, general retail merchandise manager
George E. Troll, national advertising and sales promotion manager, mail order sales
Marvin C. Lunde, national advertising and sales promotion manager, retail sales

ADVERTISING AGENCY

Ogilvy, Benson & Mather, New York—national advertising—Gilbert Lea, account supervisor; David Buchanan, account representative; Michael Russell, assistant account representative.

ALLSTATE INSURANCE CO.

Skokie, Ill.

MARKETING PERSONNEL

Robert Leys, assistant vp-consumer relations
Robert E. Gorman, assistant vp and advertising director
John Dear, assistant advertising director
Richard E. Smoker, market research director
Harry Anderson, editor of publications
C. W. Howe, advertising materials manager

ADVERTISING AGENCY

Leo Burnett Co., Chicago—Allstate Insurance and Allstate Motor Club—Frank Simpson, account supervisor; John Lindholtz, Frank Spalding, Phil Pegg and Roy Curtis, account executives.

ADVERTISING EXPENDITURES

	1960
Newspapers	$ 681,598
Magazines	1,110,345
Spot Television	251,650
Network Television	2,790,973
Total Measured	4,834,566

Shell Oil Co.

	1960	1959
Sales	$1,827,831,707	$1,819,954,000
Earnings	144,588,099	147,417,592
Advertising	16,800,000	15,270,000

Shell Oil Co., New York, the 57th largest national advertiser, increased its advertising expenditures somewhat during 1960, a year which saw its sales rise but earnings drop.

While industry sales were rising about 2% in the U. S., Shell's sales increased slightly more than 3%; these figures are for refined products only—Shell's sales of natural gas increased 18%.

Shell forecasts a 2% gain for the industry in 1961, and hopes—through an "accelerated program of retail outlet development"—to increase its share of the industry business.

The rugged competition in the oil business was responsible for Shell's lower earnings: while it raised sales more than 3%, unit refined product prices averaged about 1% below those of 1959.

■ During 1960, Shell acquired about 800 service station sites, offsetting discontinued sites and stations lost through condemnation for highway development. Shell also expanded its market, and decided to re-enter western New York, southern New Jersey, and three Texas markets—Ft. Worth-Dallas, San Antonio and Austin. Shell has placed renewed emphasis on dealer training and merchandising and sales promotion techniques, and showed a 2% increase in average sales per outlet.

In Canada, Shell also expanded, through the acquisition of a majority of shares of North Star Oil Ltd. The acquisition cost Shell of Canada $43,181,000, and the addition of North Star's outlets in the Prairie provinces, coupled with Shell expansion into the Atlantic provinces, made Shell a national marketer in Canada for the first time. Shell Oil Co. of Canada is owned 50% by Shell Oil Co., 50% by Canadian Shell Ltd. Where Canada had shown a volume increase of about 7% a year, 1960 saw a sharp drop to 4.3%, and the 1961 increase for the industry is estimated at 3%.

■ Across the board, Shell's products fared fairly well: gasoline sales were up 3%, turbine fuel for jets rose 80%, offsetting the decline in aviation gas sales (Shell is the leading supplier of fuels to domestic airlines), distillate fuel oils increased faster than industry averages, sales of residual fuels rose 5% while the industry average declined 3%, asphaltic products sales went up 2.5% while the total industry was at a plateau, and lubricants sales rose 9% over 1959 (Shell X-100 premium motor oil was introduced in August).

Shell Chemical Co.'s sales revenue increased "marginally"; agricultural chemical sales did well, but industrial chemicals were on a par with 1959, and low prices and severe competition were a factor throughout the year. Sales of synthetic rubber and allied products decreased in the second half, a period that saw the sharpest price break in natural rubber prices in four years.

As reported last year, in 1960 Shell acquired a new agency, Ogilvy, Benson & Mather, which took over the Shell account after the oil company had been a client of J. Walter Thompson Co. for 32 years. The Ogilvy arrival was marked in the annual report with a succinct line: "Some far-reaching changes were made in our programs for advertising Shell products. Several new concepts will be used in the future in presenting our products to the public. We hope that these new ideas will produce the greatest benefits from our advertising expenditures."

■ Among those "far-reaching changes":

1. In 1961, Shell would put $13,100,000 into newspapers—virtually its whole national budget, a sum raised by taking away outdoor's $2,798,000; radio's $1,374,000; $881,000 from "station decoration"; $3,612,000 from television; $600,000 from production money; $600,000 from a divisional reserve; $530,000 from magazine oil advertising. Total cost: about 3% over 1960.

2. Shell's agency would work on a fee basis, a cost-plus 25% profit arrangement, and would do many of the jobs heretofore done by Shell's advertising department.

3. When the Shell copy appeared, it was full-page copy, largely dependent on text, a "Bulletin" headline, a nine-point platform of benefits from Shell gasoline, a heavy emphasis on Shell's scientific research program.

4. A change in traditional jobber promotion. About 30% of Shell's total gas gallonage goes through jobbers, although in some districts the jobbers' share moves up to 80%. The jobbers had spent about $869,380 in 1960—$326,616 in radio, $196,071 in outdoor, $81,425 in newspapers, $42,268 in tv spot, $223,000 in production. Plans called for closer integration with the company, the dropping of traditional cooperative advertising, and an attempt to persuade the jobbers to switch to newspaper advertising.

Behind this definite change in advertising tactics lay a simple fact: Shell—the seventh largest oil company in the U. S.—had dropped in share of market from 9.3% to 8.4% in gasoline sales in a seven-year period. Premium gasoline sales were sliding backward, now amounted to only 30% of total sales. It is to correct this situation that Shell turned to "far-reaching changes" and "new concepts."

Ogilvy, Benson & Mather was named for Shell Oil Co., Shell Chemical, and Shell of Canada. Institutional ($2,500,000) continued with Kenyon & Eckhardt, and Jones, Brakely & Rockwell for Epon resins.

During 1960, H. S. M. Burns retired as president, and was succeeded by Monroe E. Spaght, exec vp since 1943. H. L. Curtis retired as vp in charge of public relations and was succeeded by G. G. Biggar. On July 1, 1961, J. G. Jordan, marketing vp since 1949, announced his intention to retire at the end of 1961. He has been succeeded by P. C. Thomas, former vp of midwest marketing divisions in Chicago. Mr. Thomas' old spot is now filled by J. H. Hall.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 3,145,414	$ 2,566,606
Magazines	1,528,126	1,093,547
Farm Publications	145,555	127,605
Business Publications	255,000	427,500
Spot Television*	2,810,950	2,553,850
Network Television	274,028	112,185
Outdoor	3,545,751	3,282,063
Total Measured	13,204,814	11,663,356
Total Unmeasured	3,600,000	3,606,644
Estimated Total Expenditure	16,804,814	15,270,000

*Includes $180,290 for distributors in 1960. $102,140 in 1959.

MARKETING PERSONNEL

P. C. Thomas, marketing vp
J. L. Wadlow, vp, east coast marketing divisions, New York
J. H. Hall, vp, midwest marketing divisions, Chicago
Selwyn Eddy, vp, west coast marketing divisions, San Francisco

Advertising, Research, Public Relations

C. F. Martineau, manager-advertising
J. C. Anderson, manager reseller advertising division (advertising department)
D. E. Hendricks Jr., manager commercial advertising division (advertising department)
D. C. Marschner, manager of consumer research
G. G. Biggar, vp, public relations
H. F. Brown, manager, public relations

SHELL CHEMICAL CO.
New York

MARKETING PERSONNEL

V. C. Irving, sales manager, ammonia division
J. J. Lawler, sales manager, agricultural chemicals division
K. R. Fitzsimmons, marketing manager, industrial chemicals division
W. C. Lowrey, marketing manager, plastics & resins division
J. E. Toevs, sales manager, synthetic rubber division

Advertising

Mert H. Keel, advertising manager

ADVERTISING AGENCIES

Ogilvy, Benson & Mather—product advertising for gasoline, motor oils, industrial lubricants, fuel oils, aviation and chemical products, and Shell Chemical Co. products—John Elliott Jr., management supervisor; John A. Thomas and Henry P. Bernhard, senior account executives; Garry Wilson, account executive service station products; Walter R. Stone, account executive commercial products; Thomas J. Child, account executive Shell Chemical Co.

Kenyon & Eckhardt—institutional advertising—Victor Armstrong, account supervisor; Robert Twiddy, account executive.

Jones, Brakeley & Rockwell—Epon resins—John Anthony, account executive.

Simoniz Co.

	1960	1959
Sales	$25,000,000*	$22,000,000*
Advertising	8,000,000*	5,000,000*

*Estimated by AA

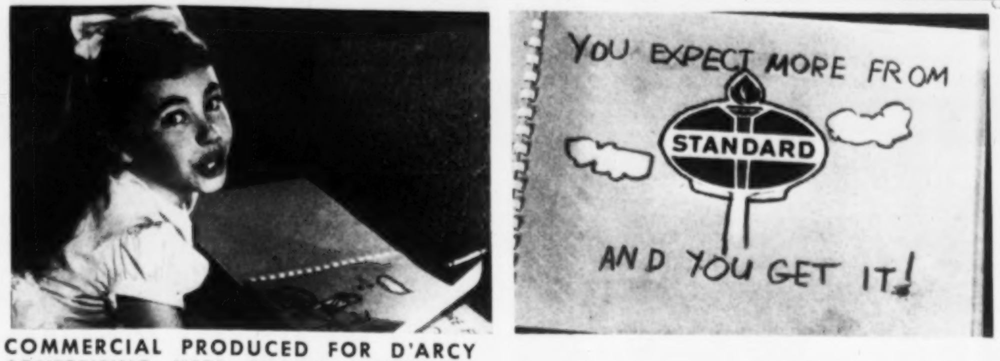
Simoniz Co., Chicago, the 94th largest national advertiser, is believed to have hiked its advertising about 60% to an estimated $8,000,000 in 1960.

The company, in a sweeping about-face, dropped outdoor, slashed newspaper and magazine budgets to the bone and invested most of its ad money, or nearly $5,000,000, in television, divided about equally between spot and network. Simoniz had not used either tv medium since 1957.

Last year the company slashed its newspaper expenditure to $603,154 from $1,686,887 in 1959, and its magazine total even further to $313,365, down from $1,532,432 in 1959.

Simoniz last ranked among the 100 leading national advertisers in 1958, with an estimated expenditure of $6,740,000, including about $4,750,000 in magazines and newspapers. The total dropped to an estimated $5,000,000 in 1959, including about $3,200,000 in magazines and newspapers.

■ Simoniz is a privately owned company, which does not release figures on sales and earnings, but sales were estimated by ADVERTISING AGE at more than $25,000,000 in 1960. The company is exceptionally close-mouthed about



COMMERCIAL PRODUCED FOR D'ARCY ADVERTISING USES CHILD'S VIEWPOINT

For Standard Oil of Indiana (American Oil) D'Arcy created an appealing commercial from a child's viewpoint, with sales points contained in a child's Coloring Book. Bob Lewis, D'Arcy TV producer, worked with Niles' executive producer, Harry Lange.

FAN

Fred A. Niles Communications Centers, Inc.
1058 W. Washington Blvd., Chicago 7
Of Hollywood: 650 N. Bronson

the
price
is
right
on
WWJ-TV

40-second prime time announcements will be available on WWJ-TV this fall on a fair and reasonable basis:

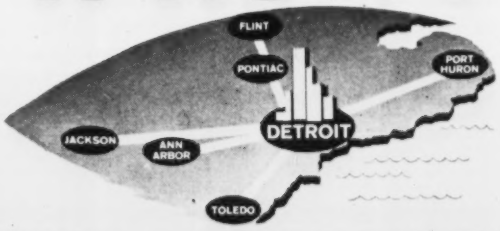
Basic rate for both 40-second and 60-second announcements will be $900.00.
Rate for 20-second announcements remains at $700.00.
30-second announcements will also be available at $700.00.

WWJ-TV management believes this new category of announcements is thus equitably priced, permitting use by advertisers of these expanded announcements for increased exposure, additional copy points, and exclusivity at rates commensurate with good advertising principles.

Moving into the new season, WWJ-TV is pleased to be able to offer excellent availabilities in 40-second breaks adjacent to the fine offerings of NBC's attractive fall programs.

WWJ-TV continues its long-standing policy which precludes triple-spotting.

Detroit, Channel 4 • NBC Television Network
WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

its marketing activities.

It has kept up a steady succession of new products in recent years. Wax$_2$0, a new cleaning and polishing wax in a water base, was introduced early last summer with a spot tv drive, including network spots on the Jack Paar show, NBC. In 1961, Wax$_2$0 was replaced by Vista Wash & Wax. Another product new to the Simoniz line in 1960 was Liquid Mist Reddi Starch, an aerosol starch which was purchased from Union Starch & Refining Co., Columbus, Ind. The product was advertised heavily on NBC daytime tv.

■ Simoniz Co. was formed in 1912, and has grown to become one of the leaders in the automotive polish field. The Vista line of automobile cleaner waxes, introduced in 1956, was a quick success and maintained leadership in its field until at least 1959, although its present status is clouded. However Simoniz Co.'s car cleaner products, taken as a group, lead the field. The other Simoniz automotive products are Simoniz car wax, Kleener, Bodygard, chrome cleaner, tar remover, rubbing compound and Ivalon car wash sponges.

Originally restricting its operation to the manufacture of automotive products, Simoniz began making household products in the early 1940s when it introduced Simoniz floor wax. That field is strongly dominated by S. C. Johnson & Son, which Simoniz has never seriously challenged. Of 19 metropolitan markets covered by "Consolidated Consumer Analysis" in 1961, Johnson paste floor wax is No. 1 in all of them, with a share of market ranging from 47.9% in Sacramento to 81.2% in Columbus, far ahead of Simoniz paste floor wax, which ranges from fourth to second in rank and from 5.4% to 14.8% in market share in these markets. Liquid floor wax is pretty much the same story.

Other household products added to the line after Simoniz floor wax are Simoniz Vinyl floor wax, Viv, Tone, Hilite, paste furniture wax, Reddi Starch, Plumite drain cleaner and Ivalon Sta Soft sponges. The Plumite and Ivalon products were added in 1955 when the company purchased Ivano Inc.

Simoniz Fiberglas Cleaner-Gloss, Heavy Duty cleaner and marine sponges make up the company's marine products line. Commercial products include commercial heavy-duty floor wax, Non-Scuff floor finish, Super Anti-Slip Buffable floor finish, Concentrate floor cleaner, Hilite, Triple "A" floor wax (paste and liquid), Concentrate floor wax and all purpose sponges. Simoniz's subsidiary, Clad-Rex Corp., produces vinyl metal laminate.

■ In television, where the company concentrated last year, participation was purchased on NBC's daytime programs, "Play Your Hunch," "Concentration," "From These Roots," "Loretta Young," and "Young Dr. Malone."

Measured figures show that Simoniz's spot tv expenditure was divided among four products—household wax ($1,720,710), Tone ($4,310,810), Reddi Starch ($282,170) and Wax$_2$0 ($37,510). Network participation began in the fall after Dancer-Fitzgerald-Sample was appointed to handle billings formerly given to Young & Rubicam.

In 1961 Simoniz continued to buy participation on NBC daytime tv. "Loretta Young" and "Young Dr. Malone" have been dropped, while "Here's Hollywood," "True Story" and "Detective's Diary" have been added. Simoniz ventured into nighttime network tv in 1961 with participation in "Walt Disney Presents," "The Islanders," "The Law & Mr. Jones" and "Stagecoach West," all on ABC. While tv advertising increased under the new agency affiliation, 1960 saw a sharp reduction in newspaper and magazine ads and an end to outdoor advertising.

■ Aside from the drive introducing Wax$_2$0 with heavy spot tv, Simoniz's other major campaign in 1960 featured Simoniz electric polisher floor wax. The campaign was launched with a two-color 1½-page ad in the August, 1960, *Reader's Digest*.

June saw the termination of Simoniz's four-year relationship with Young & Rubicam. Between May and August, Simoniz discussed its advertising situation with 15 agencies, and finally decided on Dancer-Fitzgerald-Sample. Simoniz's new president, Chester G. Gifford, said that D-F-S's experience in the merchandising and advertising of grocery store items was a strong factor in the decision. Buchen Co., Chicago, continues to handle Simoniz's commercial products.

A major realignment of the management and marketing organization was made last year. In June, two months before the Dancer appointment, Mr. Gifford, former chairman of Schick Inc., was named president of Simoniz, replacing Elmer Rich Jr., who became board chairman. Later, John M. Tyson was named to the newly created post of director of advertising. Mr. Tyson came to Simoniz from McCann-Erickson, Chicago, where he was vp and management service director. Paul J. Greenfield resigned as marketing director and joined Edward H. Weiss & Co. as vp and account supervisor for the Purex billings. Mr. Greenfield was replaced by Edward J. Fredricks, former vp of sales and marketing of the housewares division of Rubbermaid Inc., Wooster, O.

Measured expenditures for Simoniz products in 1960 were: Vista, $405,827 (newspapers); $237,000 (magazines); Wax$_2$0, $43,891 (newspapers), $37,510 (spot tv); Tone, $74,695 (newspapers), $431,810 (spot tv); Reddi Starch, $78,741 (newspapers), $282,170 (spot tv); floor waxes, $69,375 (magazines); household wax $1,720,710 (spot tv).

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 603,154	$ 1,686,887
Magazines	313,365	1,532,432
Network Television	2,331,275	——
Spot Television	2,472,200	——
Outdoor	——	257,239
Total Measured	5,719,994	3,476,558
Total Unmeasured	2,280,006	1,523,442
Estimated Total Expenditure	8,000,000	5,000,000

MARKETING PERSONNEL

Sales

John M. Tyson Jr., vp, sales
Gene Billingsley, sales manager
Arthur F. Connolly, eastern sales manager
Harvey I. Kling, western sales manager
Albert Hotwagner, contract sales supervisor
Hubert C. Rains, manager of commercial sales
Eugene D. LaSota, export manager

New Product Planning

Franklin J. Rich, vp in charge of new product planning and development

Advertising

Max G. Kocour, director of advertising
W. J. McEdwards, assistant to the director of advertising
J. L. Bishop, general promotion manager
Frank V. LeVett, sales promotion manager

Marketing Research

David E. Wallin, director of marketing research services

Product Supervisors

Neil R. Salemi, product group supervisor, automotive
Donald J. Nemmers, product group supervisor, household
Roland H. Waller, marine project manager

ADVERTISING AGENCIES

Dancer-Fitzgerald-Sample, New York—consumer product advertising and Canadian advertising—Frederick A. Mitchell, vp and account supervisor.

Buchen Advertising, Chicago—commercial products—Joseph Caro Sr., vp and treasurer; Jack Thomas, vp and account executive.

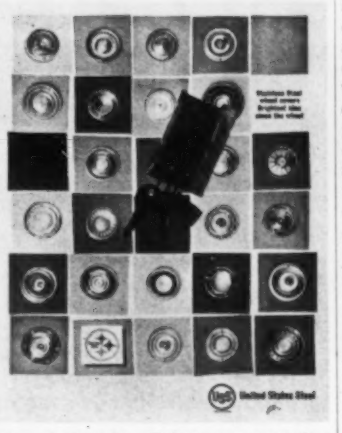
CLAD-REX CORP.

MARKETING PERSONNEL

Larry Dwyer, vp in charge of sales

ADVERTISING AGENCIES

Buchen Advertising, Chicago—vinyl metal laminate—Joseph Caro Sr., vp and treasurer; Jack Thomas, vp and account executive.



STEEL HUB CAPS—*Color page running in magazines this year is part of U. S. Steel's campaign to boost the use of steel in autos. Hub caps pictured in this ad are from various models of major car manufacturers.*

Sperry Rand Corp.

	1960†	1959
Sales	$1,176,999,343	$1,173,050,913
Earnings	27,815,655	37,235,823
Advertising	21,000,000	22,300,000

†Fiscal year ended March 31, 1961

Sperry Rand Corp., the 43rd leading national advertiser, which originally set its 1960 advertising budget at $23,000,000, spent only $21,000,000 due to "revisions" and "economies."

The company's sales volume for the fiscal year ended March 31, 1960, was a record $1,176,999,343, a shade above the previous year's $1,173,050,913. Net income dropped to $27,815,655, from $37,235,823 the year before.

Principal reasons for the reduction in earnings, said Gen. Douglas MacArthur, chairman, and H.F. Vickers, president, were "a reduced rate of profit on a somewhat lower volume of billings under U.S. government defense contracts and expenses incurred in strengthening marketing and service activities in the Remington Rand Univac Division."

Univac also figured in the company's explanation of how Sperry Rand was able to "maintain its sales volume in the face of an unfavorable business climate in the U.S." and against "severe competition." It said "increased revenues from Univac data-processing systems" was one factor; more international business was the other. During 1960, according to Sperry Rand, "selling prices softened in many of our product areas."

■ In 1960, 49% of Sperry Rand sales came from instrumentation and controls, versus 50% in 1959; business machines, equipment and supplies accounted for 30%, compared with 28% in 1959; and hydraulics, farm equipment and other products dipped to 21% from 22% in 1959.

Last year, sales showed a shift from U.S. government defense contracts toward commercial and international business. Uncle Sam, however, remained Sperry's top customer, accounting for 48% of total sales, compared with 52% of the year previous. Domestic commercial business increased from 30% to 32%, mostly because of greater sales and rentals of data-processing equipment. International sales represented 20%, up from 18% in 1959.

In the first quarter ended last June 30, Sperry Rand sales dropped to $265,823,716 from $291,761,602 in the previous first quarter. Net income was $4,296,313, down from $5,410,579. The company pointed out, however, that last year's first-quarter income included a non-recurring net profit from the sale of its photocopy business in the amount of $1,125,000. Thus, it said, "despite the decline in sales volume, net income from operations during the current period was equal to that of last year," when the balance from "normal operations was $4,285,579."

Sperry Rand also chalked up a before-taxes net income gain—$8,596,313, versus $7,410,579 in the previous first quarter—to "cost reduction programs and a substantial improvement in the results of operations of our Univac division." It added that year-to-year declines in sales volume of instruments and controls appeared to be checked somewhat by a $690,000,000 backlog of defense work on June 30, 1961, compared with $550,000,000 three months earlier.

The company's worldwide engineering-manufacturing operations include 96 plants and laboratories. In the U.S. are 54 plants and laboratories in 21 states, and two plants are located in Puerto Rico. Sperry Rand has 105,265 employes: 70,458 domestically and 34,807 internationally.

The company's rising strength abroad was underscored by a record 1960 international sales volume of $236,000,000, up 13% over 1959. This amounted to roughly one-fifth of all Sperry Rand sales. Foreign deliveries increased in hydraulic equipment, farm machinery, and business machines, equipment and supplies. A drop-off was recorded in instrumentation and controls.

Germany continued to be Sperry Rand's largest foreign market for computers, with other installations in Switzerland, Italy, Austria, Spain, the Netherlands, England, Belgium, Japan and Mexico. Last year Sperry Rand acquired the remainder of the outstanding shares of Stein Atkinson Vickers Hydraulics Ltd., London; increased the productive capacity of its hydraulics plant in Germany, and its farm machinery plants in Germany and Australia, and expanded its network to 700 direct sales branches in 36 countries and distributors in 127 others.

■ Sperry Rand last year said that "the big story on the business horizon" was electronic data-processing, in which it was "a very strong second in the field" (behind IBM). It had more than $40,000,000 a year gross rental income on installed tabulating equipment alone, and said industry forecasts of rental revenues were "as high as $2 to $3 billion in the next five years." Over-all business estimates for sales and rentals were "up to $10 to $15 billion—depending on who is making the forecast."

The company has invested "over $300,000,000" in electronic data processing and tabulating and "will have to invest many millions more." As a cash conservation measure to finance such growth, in January, 1961, Sperry Rand declared a stock dividend in place of the customary cash dividend.

Increased deliveries of the medium-scale Univac solid-state computers paced Sperry Rand's 1960 strides in electronic data-processing. Production was boosted to one a day. By May, 1961, 300 systems had been shipped and 212 were on order.

Other developments were a new thin-film memory system that processes information in billionths instead of millionths of a second (incorporated in the Univac 1107 thin-film memory computer); the Univac 490 real-time system; Univac 1206 military real-time computer; and the large scale Univac III system. The company also bowed with the Univac Step Plan System, which broadened its data-processing line so small businesses can rent computers for as little as $3,500 a month, and big companies can get a comprehensive system for up to $60,000 monthly.

■ Last February, RemRand Univac division announced a service to produce cost accounting reports for agencies, using the Univac 120 computer. The division mailed brochures to 4,000 agencies, whose cost under the service would be $1,000 and up for quarterly and annual tabulations. Later in the year, the division stepped up its promotion of computers to agencies billing $40,000,000 and up, plugging the adaptation of mechanical brains to media and research departments. IBM, RCA and Burroughs have been some of the competitors. By mid-1961 it appeared that considerations also were given by top agencies to computer rentals instead of purchases or—probably—the use of outside computer service bureaus established by manufacturers of the equipment or by independent companies.

In April, 1960, the Univac division tapped Fuller & Smith & Ross for its $1,000,000 account, which has used media blasts such as multiple-page inserts in *Fortune* this year. Univac billings were formerly "lumped together" with other RemRand divisions, but have emerged independently as RemRand last year "greatly strengthened" Univac's marketing and service group: In 15 months prior to last March 31, Univac sales and sales-support personnel have increased 38%.

■ On the military front, last year the company set up two of the world's most powerful computing systems, Larc I and Larc II, at the Atomic Energy Commission's Lawrence Radiation Laboratory and at the U.S. Navy David Taylor Model Basin. Some other defense projects were management of the navigation system for the Polaris fleet; work on the army's Sergeant missile; B-58 bomber; work with Terrier, Talos and Titan missiles; air-search radar; and Nike-Zeus anti-missile missile.

Sperry Rand hydraulics were in every missile program at year's-end. Over-all domestic hydraulic sales fell in 1960, but international volume increased sharply. Farm machinery business was sluggish the first half, then climbed rapidly as the New Holland Machine Co. introduced new models, including a Speedrower that mows, conditions and windrows hay. Grassland harvesting machinery would get future promotional priority, Sperry Rand said. Virtually, all of Sperry Rand's $460,737 farm publication investment in 1960 came from New Holland.

More than 80% of Sperry Rand's $21,000,000 budget for the year was for products of RemRand, the company's prime consumer division. Top spender was Remington Electric Shaver Division which in 1960 pushed Roll-a-Matic and the new Lady Remington and the cordless, rechargeable Lektronic shaver (up to three weeks without a charge). Its spring-summer Father's Day, graduations and weddings campaigns cost about $2,000,000 in magazines and tv.

■ The company is estimated to hold No. 1 spot in electric shavers, with an approximate 36% share of a $110,000,000 market. Consolidated Consumer Analysis, a study of buying habits and brand uses in 19 markets, reported Remington first 17 times; Norelco first twice and tied with Schick six times for second position; Schick & Sunbeam third seven times each; and Ronson fifth down the line. The study said median ownership of electric shavers declined from 53.2% in

1960 to 51.9% in 1961.

■ In early May, 1961, Remington broke a heavy full-page b&w newspaper drive, backed by full-page b&w magazine pages and tv spots on "Gunsmoke" over CBS-TV, based on "dermatologists' reports." The campaign was founded on an article in the March issue of *GP*, a medical magazine published by the Academy of General Practice. It pinpointed five highlights of a 12-month study which evaluated "how these shaving methods bear on many troublesome—and sometimes potentially dangerous—skin diseases."

On one (moles and growths) Remington asked: "How dangerous are repeated nicks, cuts and irritations?" Copy said that "at the conclusion of their year-long study of shaving, the physicians agreed that electric shavers with comb-like rollers provide the greatest combination of close shave with the least irritation." The company said comb-like rollers were exclusive with its line. The grant for the study was made by Sperry Rand.

Schick Inc., a little more than a month after Remington kicked off its ads, counteracted with 1,000-line newspaper space in 50 markets. Headline asked: "What *do* doctors say about blade shaving?" Copy touched some of the same ad points Remington had, but said Schick's all new Compact also had the "world's only washable head" and cost only $12.95.

■ RemRand's share of the competitive typewriter field has been estimated at 10%, along with four others who rank behind the leader, International Business Machines, which reportedly has more than 50%. The market has faced the problems of foreign makes and of selling to discounters and others besides regular servicing dealers. Industry officials have said that 1961 marks the "changeover year" for the typewriter industry, with electrics outselling manuals for the first time. To this end major producers have bolstered electric ad allowances. Last October, RemRand's office machine division uncorked a $150,000 drive on a new electric model—using spreads and color pages in three newsweeklies and four monthlies, b&w spreads in six business publications and space in a financial daily, plus direct mail.

In June, 1961, RemRand named Compton Advertising to handle its $2,000,000 portable typewriter account. Compton already had the tv end, and the move switched the print portion (for which Compton handled "only the placement" because the division had been doing "all our work ourselves") out of Gardner Advertising Co. The latter dropped the $1,000,000 Univac account to Fuller & Smith & Ross the previous April, and has retained RemRand's office machines division. One of the Compton campaigns has been on RemRand's new portable, the Monarch, originally via magazine color pages.

Two other agency changes cropped up in 1960: In August, the RemRand international division of Sperry Rand transferred its $1,000,000-plus business to Doyle Dane Bernbach from Robert Otto & Co. A month later Gardner lost another RemRand chunk as the systems division shifted its $1,500,000 billings to Guild, Bascom & Bonfigli. The systems division, one of six granted operational autonomy under a 1959 Sperry Rand directive, has been using a full-page cartoon approach in business papers to counter the "dull and pedestrian stuff you see in the trade." The division's budget includes $400,000 in collateral and an extra $250,000 is labeled for shows and conventions.

Sperry Rand is the result of a consolidation in 1955 of Remington Rand Inc. and Sperry Corp. which saw the new corporation maintain two divisions—the Remington Rand division and the Sperry division. Subsidiaries which existed prior to consolidation, plus diversification by the parent corporation since that time, have formed this company-and-products picture.

Instrumentation and controls:

- Ford Instrument Co. Sperry Rand Division: Analog and digital computers for military applications: analog-to-digital converters; automatic air navigational control equipment; guidance and control systems and components for space vehicles; inertial navigation systems; missile systems and subsystems for guidance and stabilization; nuclear reactor instrumentation and controls; reconnaisance instrumentation; resolvers and synchro motors; safety, arming, and fusing devices; and thermionic power devices.
- Sperry Farragut Co.: Missile guidance and control systems and subsystems; weapons control systems and equipment.
- Sperry Gyroscope Co.: Analog and digital computers for military applications; air, surface, and subsurface armament systems; automatic and manual submarine controls for depth, course and stabilization; automatic marine fin stabilizers for manned and pilotless aircraft; countermeasures systems and equipment; engine analyzers and vibration detection equipment for piston-type and jet aircraft; high-power, long-range radar; airborne beacons and radar fire control systems; inertial navigation systems and controls for air, surface and submarine use; infrared devices, velocimeters, celestial trackers, satellite attitude control systems and radar altimeters; magnetic and gyrocompass systems for ships and aircraft, flight directors and gyro platforms; missile systems and subsystems for guidance, stabilization and checkout; and numerical machine tool controls..
- Sperry Microwave Electronics Co.: Weapons systems support equipment; test equipment; Microline instruments; microwave components; antennas; microwave solid-state devices and materials.
- Sperry Phoenix Co.: Automatic flight control systems for manned and pilotless aircraft; drone stabilization and control equipment; Gyrosyn compass systems; magnetic compass calibrators; vertical gyros:
- Sperry Piedmont Co.: Automatic and manual submarine controls for depth, course and stabilization; ship stabilizers; gyro-compasses, automatic steering systems, radars, lorans and radio direction finders for both large and small craft.
- Sperry Utah Co.: Missile systems and advanced weapons systems.

Electronic data processing and tabulating equipment:

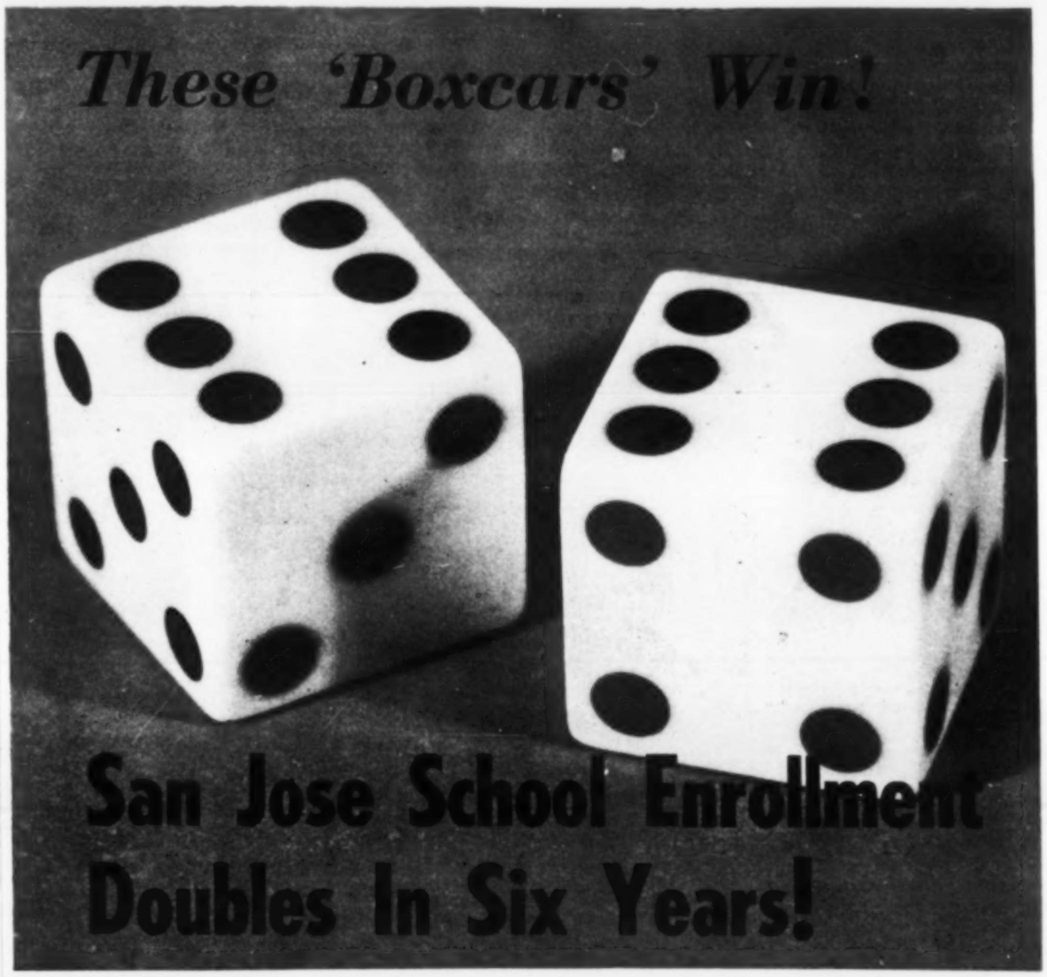
- Remington Rand Univac Division: Univac I, II and III systems; Univac 1206 military real time computer and Univac 490 real time system; Univac scientific 1103A and 1105 computer systems; Univac 1107 thin-film computer; Univac solid state 80, 90 and tape computers; Univac step plan system; Univac Larc computer system; Univac file-computer; Univac Randex storage memory system; Univac 60 and 120 computers; Univac high-speed printer; Univac high-speed compatible printer; Univac solid-state document printer; Univac tape-to-card and card-to-tape converters; Uniprinter, Unityper and other peripheral equipment; Synchro-Tape—common language punched-tape equipment; punched-card tabulating equipment, including Alpha/Numeric punches and tabulators; mechanical and electronic sorters; verifiers, interpreters and collators; summary, reproducing and calculating punches; tabulating cards; and magnetic tape.
- Remington Rand Univac Military Department: Special purpose automatic data processing and control systems and specialized electronic equipment for military applications and antenna couplers.

Business machines systems and equipment:

- Remington Rand Office Machines division: Calculating and adding machines; carbon papers and ribbons; cash registers; office duplicator supplies; typewriters—electric, noiseless and standard.
- Remington Rand Portable Typewriter Division.
- Remington Rand Systems Division: Kard-Veyer and Lektrafile electro-mechanical filing systems and supplies; Kardex visible Record Systems; library furniture, equipment and supplies; microfilming equipment; office furniture; Safe-File and Safe-Cabinet record files and cabinets.
- Rodic Chemical and Rubber Corp.: Molded rubber parts.

Hydraulics, machinery and electrical-electronic components:

- Vickers Inc.: Aircraft engine fuel pumps and starting systems; aux-



Double Sixes may be a loser on the crap tables, but it's a winner in Metropolitan San Jose. In six short years school enrollment has doubled to 173,589!

Add to this 41,700 students who will attend local colleges this Fall, and you've a big reason why Metropolitan San Jose is flourishing.

But it's just one reason—for the full story, write us or ask your nearest Ridder-Johns office. Cash in on our Billion $ Bundle of Buyers!

Remember, when you want to sell, just "Look Ahead — Look to San Jose!"

San Jose

Mercury and News

Represented Nationally by Ridder-Johns, Inc.

Member, Metro Sunday Comic Network and Parade

iliary airborne power sources and transmissions for aircraft and missiles; hydraulic systems and related equipment for aircraft, missiles, industrial machinery, materials handling and farm equipment, construction machinery, process control and marine and ordnance applications; hydraulic power steering for off-road vehicles, trucks and buses; electro-hydraulic servomechanism systems and components; and electronic cooling systems.

- Electric Products Division of Vickers Inc.: Controlarc welders; degaussing equipment; magnetic amplifier control devices; magnetic particle clutches and brakes; nuclear reactor instrumentation and controls; selenium and silicon power rectifiers; servomechanism components and systems; speed, voltage and current regulators; theater and studio lighting control systems.
- Tulsa Products Division of Vickers Inc.: Truck and tractor winches; power take-offs.
- Sperry Electronic Tube Division of Sperry Rand: Kylstron and traveling wave tubes.
- Sperry Semiconductor Divisioh of Sperry Rand: solid-state semiconductor devices.
- Wheeler Electronic Corp.: numerical machine tool control equipment; coils; communications equipment; electronic components; transformers; and wiring assemblies.
- Wright Machinery Co. Division of Sperry Rand: Automatic packaging, weighing, wrapping and labeling machinery; and precision electric motors.

Farm equipment:

- New Holland Machine Co. Division of Sperry Rand: Automatic twine-tie and wire-tie hay balers; baling twine and wire; bale throwers; crop elevators and conveyors; crop-drying equipment, farm wagons; forage equipment, including forage harvesters, crop choppers, self-unloading wagons and forage blowers; grain boxes; manure spreaders; mowers and conditioners; side delivery rakes; silo unloaders; and windrowers.

Electric shavers:

- Remington Rand Electric Shave Division: Adjustable roller-comb electric shavers for men—cord and cordless. For women, roller-comb models in three colors.

Research:

- Sperry Rand Research Center.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 605,859	$ 545,857
Magazines	2,358,358	1,780,186
Farm Publications	460,737	430,720
Business Publications	633,800	557,000
Network Television	2,783,184	2,427,951
Total Measured	6,841,938	5,741,714
Total Unmeasured	14,158,062*	16,558,286*
Estimated Total Expenditure	21,000,000	22,300,000

***Includes costs of cooperative advertising; tv talent & production; and sales promotion.**

REMINGTON RAND DIVISION
New York

MARKETING PERSONNEL

Dause L. Bibby, president
H. C. Landsiedel, vp-group executive
R. B. Curry, vp-group executive
T. A. Kirkland, vp and general manager, international division
J. W. Schnackel, vp and general manager, Univac division
R. D. Brown, vp and general manager, office machines division
W. N. Brown, vp and general manager, portable typewriter division
F. V. Bergren, vp and general manager, systems division
A. C. Barioni, general manager, electric shaver division—domestic
J. S. Chollar, general manager, electric shaver division—international
Gordon Smith, director of marketing, Univac division
R. E. Patterson, director of marketing, systems division
J. L. Erwin, director of marketing, office machines division

Advertising

Gordon Smith, vp, public relations
A. C. Hancock, director, public information
W. P. Most, advertising-promotion manager, portable typewriter division
D. Emore, advertising-promotion manager, office machines division
J. L. Morgan, advertising-promotion manager, systems division
F. M. Hoar, advertising-promotion manager, Univac division
R. P. Clarke, manager, advertising-publicity-sales promotion, electric shavers, Bridgeport, Conn.
W. E. Torpey, advertising-sales promotion manager, International division

ADVERTISING AGENCIES

Gardner Advertising Co., New York—office machines division—Don Slattery, account executive.

Young & Rubicam, New York—Remington electric shavers—Edgar Van Winkle, account supervisor; Oliver McKee, account executive.

Compton Advertising, New York—portable typewriters—G. J. Renner, account supervisor.

Fuller & Smith & Ross, New York—Univac division—Don Sheldon, Robert Chamblee, account executives.

Doyle Dane Bernbach, New York—all Remington Rand office equipment products and portable typewriters in international markets—Jack Lane, account executive.

Guild, Bascom & Bonfigli, New York—systems division—Henry Buccello, account executive.

SPERRY GYROSCOPE CO.
Great Neck, N. Y.

MARKETING PERSONNEL

Carl A. Frische, president

Sales

M. H. Jennings, director of Sperry central marketing
D. E. Lange, assistant marketing manager, aeronautical equipment
G. R. Lawrence, marketing manager, electronic tubes
C. W. Whall, marketing manager, marine
J. W. Lawler, marketing manager, surface armament
R. C. Lyons, marketing manager, countermeasures and infrared optics
S. G. Farnum, marketing manager, field engineering

Advertising

Carlyle H. Jones, public relations
Ken Brigham, manager of public information
Kay Quigley, advertising coordinator

ADVERTISING AGENCIES

Reach, McClinton & Co., New York—aircraft, marine and electronic instruments, controls and systems; military weapons systems; radars—Charles Gulick, account executive.

Armand & Richards, Hackensack, N. J.—Sperry Semiconductor division, Norwalk, Conn.—Richard McCarthy, account executive.

Neals, Roether, Hickok (cx), Orlando, Fla.—Sperry Electronic Tube, Gainesville, Fla.—Walter Neals, account executive.

Alfred L. Lino & Associates, St. Petersburg, Fla.—Sperry Microwave Electronics Co., Clearwater, Fla.—microwave instruments and test equipment—Alfred Lino, account executive.

VICKERS INC.
Detroit

MARKETING PERSONNEL

J. Frank Forster, president

Sales

J. T. Burns, marketing manager, Aero Hydraulics division
F. V. Gieryn, general-sales manager, Mobile Hydraulics division
W. F. Driver, marketing manager, Machinery Hydraulics division
W. J. Mocha, sales manager, Tulsa Products division
L. W. Buechler, general sales manager, Electric Products division

Advertising

E. J. Doucet, director-advertising and public relations
D. R. Young, advertising supervisor, Aero Hydraulics
R. Linabury, advertising supervisor, industrial and mobile hydraulics
H. Viens, advertising supervisor, marine and ordnance products
J. Punch, advertising supervisor, electric products

ADVERTISING AGENCIES

Gray & Kilgore Inc., Detroit—hydraulic systems—E. L. Karpick, account executive.

Arthur R. Mogge Inc., St. Louis—Electric products division of Vickers Inc.—Thomas Costello, account executive.

Paul Locke Advertising, Tulsa—Tulsa products division of Vickers Inc.—Tom Tripp, account executive.

Burrell & Associates, Hartford, Conn.—marine and ordnance department—R. Burrell, account executive.

NEW HOLLAND MACHINE CO.
New Holland, Pa.

MARKETING PERSONNEL

George C. Delp, president and general manager

Sales

M. W. Shellabarger, general sales manager

Advertising

H. Joseph Hull Jr., advertising and public relations director

ADVERTISING AGENCY

J. Walter Thompson Co., New York—all products—Norris Hill, account executive.

FORD INSTRUMENT CO.
Long Island City, N. Y.

MARKETING PERSONNEL

Charles S. Rockwell, president and general manager
W. V. Warner, vp for sales

Advertising

S. Holt McAloney, director of public relations and advertising

ADVERTISING AGENCY

Chirurg & Cairns, New York—all products—Donald Jackson, account supervisor.

Standard Brands Inc.

	1960	1959
Sales	$526,758,239	$521,758,239
Earnings	17,524,280	15,862,100
Advertising	26,514,839*	25,500,000*

***Estimated by AA**

Standard Brands Inc., New York, the 31st largest national advertiser, is estimated to have increased its advertising outlays by more than $1,000,000 in 1960.

"Selling, administrative and research expenses," the company reported, "were $4,410,181 higher than in 1959. These expenses included record high advertising and sales promotion expenditures designed to improve the current marketing position, as well as long-term demand, for your company's branded product lines." In 1959, selling, administrative and research investments increased approximately $4,000,000 over 1958 levels.

Standard's sales and earnings for the first quarter of 1961, including those of the recently acquired Planters peanuts division, were the highest in company history. Consolidated net income was $4,671,047. Net sales amounted to $150,312,716.

For the first half of 1961, sales rose to $301,317,635 from $267,194,905 in the 1960 first half, and profit was $9,058,685, up from $8,446,692.

Standard enjoyed record sales and earnings last year. During 1960 it began acquiring Planters Nut & Chocolate Co. (whose sales and earnings were not included in the parent's '60 figures), "long-established leader in the peanut industry." Completed last February, the merger involved a cash outlay of about $25,000,000, "financed entirely" out of Standard Brands' own funds. Planters' products include peanuts, peanut butter and salad and cooking oil.

■ While its sales were reaching new peaks, the company said "lower selling prices in some important product lines" resulted in the percentage increase in physical volume outstripping the percentage gain in dollar sales. The decline in selling prices was not new, having been noted in the 1959 annual report. Standard reported that coffee prices continued downward to the lowest levels in over a decade. Standard sells Chase & Sanborn regular and instant coffee, and Siesta.

"New products from your company's research laboratories contributed significantly to the growth of Standard Brands in 1960," it reported. "Fleischmann's 100% corn oil margarine, introduced nationally in 1959, has received favorable consumer acceptance and has become an important addition to your company's grocery line. Fleischmann's sweet unsalted margarine, also produced from 100% corn oil, was recently developed and introduced in selected markets in mid-year."

Standard Brands, "continuously watchful for profitable opportunities in the international field," said it has joined with General Milk Co. to produce powdered whole milk in Brazil, where Standard is completing a new yeast plant. In Panama, the company is operating facilities for the production of desserts. In Uruguay, a new yeast plant is projected to replace the present plant there. In Cuba, Standard Brands properties were expropriated by the Cuban government in October, 1960. Book value of these assets was placed at $550,000.

■ Standard put its combined sales of nonconsolidated international division subsidiaries in 1960 at $26,878,002 and combined net income at $1,468,727. The company said the outlook for growth abroad "appears favorable, despite unsettled economic conditions and foreign exchange fluctuations."

Behind Standard Brands' unemotional comment that Fleischmann's 100% corn oil margarine last year "received favorable consumer acceptance" was a marketing story that was revealed in part last November by a competitor's advertising agency.

At that time, William W. Suitt, vp and copy supervisor at Lennen & Newell, the agency handling Corn Products Co.'s Cornette (later Mazola) margarine, spoke to the Copy Research Council of New York. He said Corn Products, world's largest processor of corn, had been beaten to the punch in the corn oil margarine market by Standard Brands. The latter's success, it developed, caused the change in name from Cornette to Mazola.

Well Known Consumer Products of STANDARD BRANDS Incorporated

STANDARD LINE-UP—*Planters peanuts, oil, peanut butter and other Planters products were added to Standard Brands' lines after purchase of Planters Nut & Chocolate Co. during the past year.*

Corn Products first decided on Cornette because market research indicated the Mazola name left in consumers' minds a connotation of an oil margarine. (Mazola is the well-established name of Corn Products' corn-derived salad and cooking oil.) Cornette was introduced in test markets after Fleischmann's. The results, said Mr. Suitt: In markets where both brands were available, the total market for corn oil margarine expanded considerably, with the bulk of it going to Fleischmann's. Corn Products then ran another consumer study; this one showed a "complete change" in attitudes: The heavy introductory promotion for such margarines had won acceptance for the product to the extent that the Mazola name no longer produced an "oily margarine" reaction. Then Cornette was scrapped and Mazola bowed in a new package, later becoming "a dramatic success."

The margarine market looks something like this: Standard Brands' Blue Bonnet and Fleischmann's probably have a combined 15% share of the national market. Blue Bonnet has about 9% and Fleischmann's about 6%. Its competition shows up about like this: Imperial (Lever Bros.) 6.5%, Parkay (Kraft Foods) 4.6% and Good Luck (Lever) 4%.

■ In the area of advertising appropriations, Standard Brands made some notable media switches last year. It doubled its magazine spending; dropped out of spot radio after a $1,000,000 appropriation in 1959; it sliced its network television expenditure from upwards of $6,000,000 to less than $3,000,000; it advanced its spot tv spending from $4,000,000 to nearly $7,500,000.

In the U.S., the products that got the biggest magazine promotions were Fleischmann's yeast ($438,627); Royal gelatin ($563,035); Fleischmann's margarine ($419,760); Black & White scotch ($412,105); Blue Bonnet margarine ($410,772); and Royal pudding and pie filling ($401,800). In spot television, where Standard Brands advanced its spending so noticeably, product advertising differed as follows: In 1960, Chase & Sanborn coffee got the biggest rise (hiked to $2,647,950 from $1,730,620 in 1959); Fleischmann's Supreme margarine was another front-runner ($1,910,450 last year, $762,510 in 1959); Tender Leaf tea leaped ahead (to $1,072,150 from $120,010). Royal desserts, which got $69,220 in spot tv advertising in '59, jumped to $343,990 last year. Kendall dog food, on the other hand, was down from $318,760 in 1959 to $54,230 last year.

In newspapers, where the total appropriation remained pretty much the same ($3,465,145 in 1960 and $3,388,216 in 1959), some Standard products got vastly different backing last year. For example, Chase & Sanborn coffee, kissed off with $66,425 in 1959, went all the way to $453,104 last year. Blue Bonnet margarine which got $179,377 in newspaper ads in '59, slid off to $41,582 in '60. Chase & Sanborn instant coffee gained backing, moving from $517,974 to $763,305. Fleischmann's yeast, beneficiary of a $213,444 appropriation in 1959, last year got $20,471. Royal gelatin, at $117,909 in '59, was down to $54,018. Siesta instant coffee was at $239,225 in 1959 and $98,211 in 1960. Tender Leaf tea, $17,695 in 1959, was up to $96,803 last year (plus $75,067 expended on Tender Leaf instant tea).

The acquisition of Planters Nut & Chocolate Co. resulted in the assignment of that account—billing between $700,000 and $1,000,000—to the J. Walter Thompson Co. Planters had been with Don Kemper Co.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 3,465,145	$ 3,388,216
Magazines	4,194,052	2,087,900
Farm Publications	241,422	362,984
Business Publications	——	——
Spot Radio	——	1,000,000
Network Television	2,887,140	6,254,610
Spot Television	7,477,080	4,135,040
Outdoor	——	475,462
Total Measured	18,264,839	17,704,212
Total Unmeasured	8,250,000	7,795,788
Estimated Total Expenditure	26,514,839	25,500,000

MARKETING PERSONNEL

Sales

J. Paul Bryant, president, Standard Brands Sales Company

Advertising

E. D. Barrett, vp in charge of marketing, Standard Brands Sales Company
Lucien Perona, advertising manager, Fleischmann Distilling Corp.
Fuller D. Baird, sales promotion manager, special products division

Industrial Relations

Charles Gildea, director

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—Fleischmann's yeast, Tender Leaf tea, Royal nuts, Clinton Corn Processing Co. products—Garrit Lydecker, management supervisor. Account supervisor on coffees, Robert E. Dennison; account supervisor on tea, Edward B. Wilson; account supervisor on yeast, Samuel Dobbs. Account representatives: Fred B. Thomson Jr. (regular coffee); Wilckes Bianchi (instant coffee); Carroll Cartwright (yeast); John Hamilton (tea); Vincent Rendine, coordinator. (Planters Peanuts division of

Standard Brands moved to JWT July 1.)

Ted Bates & Co., New York—Blue Bonnet margarine, Siesta instant coffee, Royal baking powder, Royal desserts, gelatins and instant and regular puddings, Hunt Club and Walter Kendall Fives dog food, Fleischmann's regular and sweet margarines, Fleischmann's gin and whiskies, Black & White scotch—Allen Whitlock, supervisor, and Alec Taylor, supervisor on Blue Bonnet, Siesta and Royal baking powder. William R. Groome, supervisor, and Fremont J. Knittle and Gordon Ensign, account executives on Royal desserts, gelatins and instant and regular puddings. William R. Groome, supervisor, and Gordon Ensign and Bowen Munday, account executives on Hunt Club, Walter Kendall Fives, Siesta; Mr. Groome, supervisor, and William K. Foster and Denis Brady, account executive and assistant on Fleischmann margarines. Chuck Hurth, supervisor, and Tom Hanlon, account executive on Fleischmann gin and whiskies. Mr. Hurth, supervisor, and George Christi, account executive on Black & White scotch.

Wildrick & Miller Inc., New York—Diastafor de-sizing agent, Fleischmann's irradiated yeast for animals—S. Donald Wildrick, account supervisor.

Marketing & Advertising Associates, Philadelphia—Fleischmann's yeast, Fleischmann's frozen eggs, Diamalt, baking powder, margarine, shortening and all institutional products sold to bakeries, hotels and restaurants.

Standard Oil Co. (Ind.) (American Oil Co.)

	1960	1959
Sales	$2,038,208,000	$1,980,779,000
Earnings	144,762,000	139,597,000
Advertising	21,000,000	20,500,000

Standard Oil Co. (Ind.), Chicago, was the 43rd largest national advertiser, with an estimated expenditure of $21,000,000 in 1960, up 2.4% from 1959.

Sales of $2 billion and earnings of $144,762,000 showed moderate increases over 1959.

The company was the fifth largest oil company in terms of sales last year, behind Standard (New Jersey), the leader, and Texaco, Socony and Gulf. Sales of petroleum products last year were the largest in the company's history. Records were achieved in sales of gasoline, home heating oils, natural gas and nitrogen products. The company reported that it also broke records in sales of its automotive supplies line. It had about 6% of the over-all sales of petroleum products in 19 major U.S. markets surveyed in the "Consolidated Consumer Analysis" for 1961. Standard was the top brand in nine of these markets. These do not include some of the midwestern markets where Standard has always been strong, such as Chicago, where it has had about 36% of the market.

■ At the end of 1960 a new marketing era began for the company. On Dec. 31, a reorganization of the company's corporate setup took effect, which enables the company to sell a single brand nationally.

Under the new order, Standard Oil Co. (Ind.), having turned over operations to subsidiary companies, has become entirely a parent company for domestic and foreign activities. Its functions are to (1) provide guidance for policies, planning and programs of the consolidated enterprise, (2) oversee and handle the company's business and financial affairs, (3) coordinate operations among all subsidiary companies and (4) evaluate performance, organization and personnel.

At the same time, Utah Oil Refining Co., a wholly owned subsidiary, was merged into American Oil Co., also wholly owned, and the operating assets of Standard Oil were transferred to American.

■ The newly constituted American Oil Co.:

• Manufactures, transports and sells a full line of petroleum products in 45 states, and maintains limited marketing operations in three other states.

• Markets generally under the American Oil name and trademark but continues to use and protect the Standard Oil name in 15 midwestern states by marketing through a Standard Oil division.

• American Oil, headed by L. W. Moore, aims to create a marketing network of 29,000 service stations from coast to coast, identified through generally common colors, trademarks and brands.

■ The company's "As You Travel, Ask Us" service is also being expanded to all sections of the country. This service, originated by Standard Oil (Ind.), provides motorists with facts on where to sleep, eat and fish; church locations; doctors and hospitals, and road information.

Automotive fuels bear the brand name American. American Regular is sold in stations across the country. The company's unleaded premium continues to be sold in the East and South under the brand name Amoco Super Premium. Elsewhere, the premium gasoline is known as American Super Premium.

The Atlas brand of tires, batteries and accessories will also be available at all American Oil stations.

As an organization, American Oil Co. has more than 30,000 employes; 12 refineries with a combined capacity of more than 700,000 bbls. of crude oil a day; a transportation network that includes thousands of bulk plants, tank cars and trucks; 2,350 miles of product pipelines; ocean-going tankers, small craft and terminals; and 13 regional sales offices in principal cities plus 74 district offices.

■ An all-media advertising campaign launched May 23 told motorists about the company's "Big Step" that united three regional marketers into a single, nationwide operation. Standard threw a sizable chunk of promotion money into this campaign, not only on the national level, but in local promotions. For example, in the six-state Atlanta region alone it reportedly spent $6,000,000 during the "new look" campaign to tell people about the changeover. More than $1,000,000 of this money went into newspapers, radio, television and outdoor and $5,000,000 more was spent for new signs, pumps, paint and other elements.

■ The company's new national status paved the way for a more extensive use of magazines than before (in 1960 it spent only about $77,000 in this medium).

For the introductory campaign, D'Arcy Advertising Co., American's agency for product and service advertising, prepared a series of color insertions in *Life* and *The Saturday Evening Post*. These were followed by an institutional program prepared by MacManus, John & Adams for insertion in *Look*, *Life*, and *The Saturday Evening Post*.

Newspaper advertising, much of it in color, appeared in 800 dailies and 1,200 weeklies. Television commercials, including a special two-minute "spectacular," were carried on 154 stations. The company also put its message on 330 radio stations plus outdoor posters, Sunday supplements, point of purchase and transportation advertising.

The company has said it will spend $100,000,000 in 1956 to modernize, upgrade and add to its marketing facilities, especially in the South and East.

It also has announced it will, as quickly as possible, move into areas where it now has little or no representation, including California, New Mexico and Arizona.

■ In the shuffle of agencies following the reorganization, one agency —Joseph Katz Co.—was squeezed out. This agency had handled the American Oil Co. account. But D'Arcy, which was the agency for Standard (Ind.), became the new American Oil Co.'s new agency, handling the consolidated account. Also, as a result of the shifts, MacManus, John & Adams was handed the institutional advertising account (billing $600,000 and expected to bill more in 1961) which had been handled previously by Batten, Barton, Durstine & Osborn. BBDO's departure resulted from the fact that it also handles Standard Oil Co. (California), which becomes a direct competitor of American Oil.

■ Standard has extensive production and exploratory operations abroad, principally in such countries as Argentina (where production rose from 4,600 bbls. a day in 1959 to 31,400 bbls. a day in 1960), Venezuela, Colombia, Iran, Libya, Mozambique, Spanish Sahara and Italy.

Early in 1961, the company successfully concluded efforts to establish a foothold in refining and

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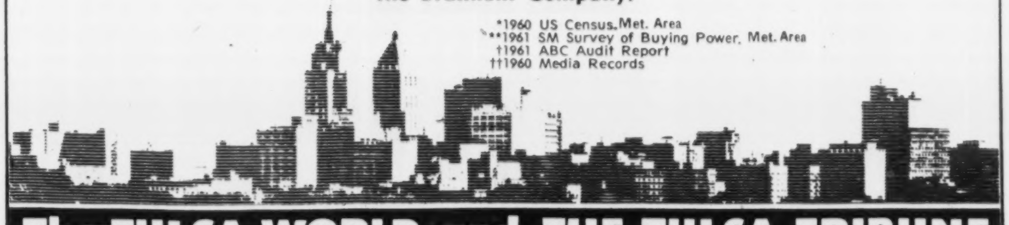
Represented Nationally by the Branham Company.

*1960 US Census, Met. Area
**1961 SM Survey of Buying Power, Met. Area
†1961 ABC Audit Report
††1960 Media Records



The TULSA WORLD and THE TULSA TRIBUNE

MORNING • SUNDAY • EVENING

marketing activities abroad with the formation of a subsidiary in Australia, Amoco Australia Ltd. It plans to build a refinery near Brisbane, with an initial crude running capacity of 15,000 bbls. a day.

■ A shift in personnel naturally followed on the heels of the reorganization, with William H. Miller, director and general manager of sales of the parent company, becoming vp of marketing of American Oil and A. V. Fraser, assistant general manager of marketing for the parent company, becoming manager of marketing development of American Oil.

In April, 1960, Robert B. Irons became advertising manager of Standard, succeeding Wesley I. Nunn, who retired, and with the changeover became advertising manager of the new American Oil Co.

Other major Standard Oil (Ind.) subsidiaries are:

- Pan American Petroleum Corp., Tulsa, which finds and produces crude oil and natural gas in the U. S. and Canada. Its subsidiary, Pan American International Corp., New York, engages in oil exploration and development outside of North America.
- Service Pipe Line Co., Tulsa, which transports crude oil for the company's refineries and for others.
- Amoco Chemicals Corp., Chicago, which manufactures and markets chemicals from petroleum here and abroad.
- Indiana Oil Purchasing Co., Tulsa, which buys, sells and trades crude oil and products elsewhere in the world.
- Tuloma Gas Products Co., Tulsa, which markets liquefied petroleum gas, natural gasoline and related products.

■ Although all marketing functions for Standard are now consolidated under American Oil, advertising in 1960 was placed under the old structure. The tables below show advertising for the old Standard and subsidiaries and for the parent company and the subsidiaries separately. Marketing department personnel and agencies are listed under the table of overall expenditures, and they represent the new marketing department and agency setup for the new American Oil Co.

STANDARD OIL CO. (INDIANA) AND SUBSIDIARIES

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 2,991,744	$ 3,252,097
Magazines	76,971	56,722
Farm Publications	379,540	323,473
Business Publications	424,500	417,800
Network Television	448,079	424,573
Spot Television	2,246,750	2,269,490
Outdoor	2,824,738	2,897,718
Spot Radio	*	610,000
Total Measured	9,392,322	10,251,873
Total Unmeasured	11,607,678	10,248,127
Estimated Total Expenditure	21,000,000	20,500,000

*Not measured in 1960. In 1960 spot radio is included in "Total Unmeasured" figure.

MARKETING PERSONNEL

(All marketing, sales and advertising personnel are now officially connected with American Oil Co., marketing subsidiary of Standard of Indiana.)

W. H. Miller, vp, marketing
A. V. Fraser, manager, marketing development

Sales

C. H. Coughlin, manager, regional sales
P. C. Hawk, manager, operations
C. H. Lamoreaux, manager, direct sales

Advertising

R. B. Irons, advertising manager

ADVERTISING AGENCIES

D'Arcy Advertising Co., Chicago—all products and services—W. C. Edwards, account supervisor; Arnold Rohlfing, account executive; C. W. Shugert, account executive.

MacManus, John & Adams, Bloomfield Hills, Mich.—institutional—Hovey Hagerman, senior vp and group head; Richard P. Monley, account supervisor.

PARENT COMPANY
Chicago

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,824,189	$ 2,048,095
Magazines	3,539	13,951
Farm Publications	344,758	323,473
Business Publications	391,800	366,500
Network Television	448,079	424,573
Spot Television	1,765,030	1,767,900
Spot Radio	———	500,200
Total Measured	9,603,431	6,292,410
Total Unmeasured	5,596,569	8,834,590
Estimated Total Expenditure	15,200,000	15,127,000

AMERICAN OIL CO.
New York

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,136,627	$ 1,177,347
Magazines	73,123	7,718
Farm Publications	30,247	———
Business Publications	32,700	51,300
Spot Television	421,950	437,180
Outdoor	1,949,069	2,000,000
Spot Radio	———	103,700
Total Measured	3,643,716	3,377,245
Total Unmeasured	1,856,284	1,622,755
Estimated Total Expenditure	5,500,000	5,000,000

UTAH REFINING CO.
Salt Lake City

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 30,930	$ 26,655
Farm Publications	4,535	———
Spot Television	59,770	64,410
Outdoor	56,495	50,000
Spot Radio	———	6,100
Total Measured	151,730	147,165
Total Unmeasured	48,270	52,835
Estimated Total Expenditure	200,000	200,000

AMOCO CHEMICALS CORP.
Chicago

ADVERTISING EXPENDITURES

	1960	1959
Magazines	$ 19,309	$ 35,053
Total Measured	19,309	35,053
Total Unmeasured	80,691	137,947
Estimated Total Expenditure	100,000	173,000

MARKETING PERSONNEL

L. G. Parkinson, general manager, marketing

Advertising

John Amos, advertising manager

ADVERTISING AGENCY

D'Arcy Advertising Co., Chicago—all products and services—W. A. Rooney, account executive.

Standard Oil Co. (New Jersey)

	1960	1959
Sales	$8,890,000,000	$8,714,000,000
Earnings	688,000,000	630,000,000
Advertising	26,190,000	23,236,000

Standard Oil Co. (New Jersey), the 32nd largest national advertiser, invested $26,190,000 in advertising in 1960, up 12.5% from 1959.

Total revenues from sales and investments rose 2% to $8.89 billion in 1960, as consolidated earnings increased 9% to $688,000,000.

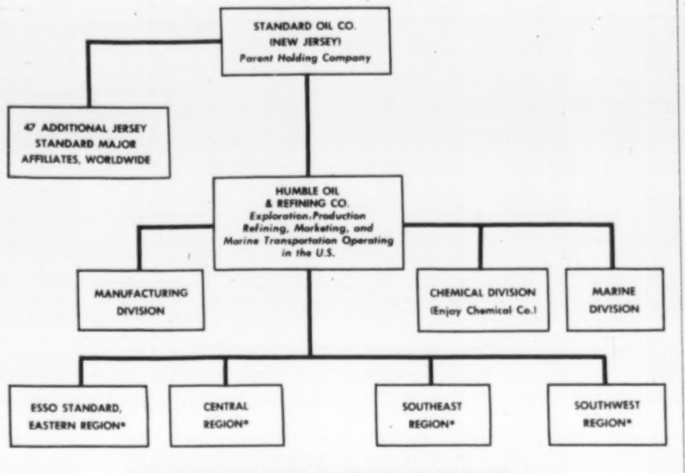
The company cited a 5% increase in worldwide sales of petroleum products as chief factor in its earnings rise. It also mentioned gains in sales of petrochemicals and natural gas, but added that "severe competitive conditions resulted in lower average realizations for crude oil and petroleum products." Jersey Standard said that "a firming up of prices was noted in the U.S. in the latter part of 1960."

In the first half of 1961, earnings rose 22% to $385,000,000 from $315,000,000 in the 1960 first half. Total revenues were $4.48 billion, up from $4.29 billion in the previous first half.

■ In 1960, Jersey Standard barrelage ranked first in liquids production, refinery runs, and sales of petroleum products. It was first in capital spending, second (behind Texaco) in domestic crude production barrelage, and second (behind Phillips) in domestic gas production.

Humble Oil & Refining Co., operational arm of Jersey Standard in the U. S., has an 11.7% share of all the petroleum gallonage sold in the U. S.

How Standard Oil (New Jersey) Is Set Up


STANDARD OIL CO. (NEW JERSEY) Parent Holding Company
47 ADDITIONAL JERSEY STANDARD MAJOR AFFILIATES, WORLDWIDE
HUMBLE OIL & REFINING CO. Exploration, Production Refining, Marketing, and Marine Transportation Operating in the U.S.
MANUFACTURING DIVISION
CHEMICAL DIVISION (Enjay Chemical Co.)
MARINE DIVISION
ESSO STANDARD, EASTERN REGION*
CENTRAL REGION*
SOUTHEAST REGION*
SOUTHWEST REGION*

*THE FOUR GEOGRAPHIC REGIONS ARE RESPONSIBLE FOR EXPLORATION, PRODUCTION, AND MARKETING ACTIVITIES IN THEIR RESPECTIVE AREAS.

■ For Jersey Standard, the past year was one of sweeping organizational and marketing changes as the result of a series of mergers.

On Dec. 1, 1959, Humble Oil & Refining Co., Houston, one of five major domestic affiliates, was merged into Jersey Standard. It was the first step of a previously announced plan for the ultimate consolidation of all producing, refining, marketing and marine operations of Jersey-affiliated companies in the U.S. for national operation under unified management.

An ultimate goal of the plan was to create a single national brand name for products of the Jersey Standard complex in an expanding number of markets. However, high-ranking officials of the company have said they do not contemplate abandoning Esso as a brand name.

The second step saw the establishment of a new corporation, Humble Oil & Refining Co. (Delaware), into which have been merged—in progressive phases—the other four Jersey Standard subsidiaries that had been marketing in the U.S. They were: Esso Standard Oil Co., Carter Oil Co., Oklahoma Oil Co. and Pate Oil Co.

One by one, they became divisions of Humble and paved the way for a second-phase regional setup and the extension of national brands into more areas.

■ Esso Standard and Carter Oil Co. were merged into Humble Jan. 1, 1960. Esso, which had refined and marketed its oil products in 18 states, retained its New York headquarters although the new Humble opened shop in Houston and methodically began to staff its departments with key personnel of the Jersey Standard organization.

The merger of Oklahoma Oil and Pate Oil into Humble was effected July 1, 1960. It created an Oklahoma-Pate division of Humble which then carried on the operations of the merged companies. Both had been marketers of petroleum products in the upper Midwest for more than 20 years. Oklahoma had about 400 stations in Illinois, Indiana, and parts of Iowa and Kentucky. Pate operated 200 stations in Wisconsin.

On Dec. 15, as the second phase, Humble announced a major realignment of the company's operations with the establishment of four operating regions—to replace the divisions which grew out of the mergers. The regions were designed for "exploration, production and marketing with their boundaries drawn according to geographic lines."

Esso Standard, Eastern Region, was created to replace Esso Standard Division in the Northeast. Initially the region was to include 13 states: Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, W. Virginia and the District of Columbia.

The five southern states in which the old Esso Standard division had been marketing, were combined with four exploration and producing states of the Old Humble and Carter Divisions to produce a new nine-state southeast region of the new Humble: Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.

The southeast region was activated last May 1. Its organizational plan called for four operating areas: New Orleans; Jackson, Miss.; Memphis; and Charlotte, N.C. The company said area offices would be small, with personnel engaged in district and lower level activities, and would coordinate "exploration, production and marketing."

■ Last June, Humble announced it was expanding its marketing operations into Mississippi and setting up service station outlets selling Esso products. Mississippi was thus added to 30,000 other service stations in 42 states. About a month later, Humble announced it was starting direct service-station marketing in Alabama, Georgia and Florida. The moves thereby filled the marketing void in the southeastern region, and brought the state total to 45.

On July 19, Humble said it had converted its "existing service stations" in Louisville, Ky., to the sale of Esso products. These decisions followed quickly the announcement of plans to terminate a contract by Standard Oil Co. of Kentucky with Jersey Standard, after Kentucky Standard sought a merger with Standard Oil of California. However, it will be about five years before deliveries under the contract are ended. Humble filed a district court suit in Mississippi to prevent Kentucky Standard, which had been buying up to 80% of its oil supplies from Jersey Standard, from using the Esso name, as it had been doing under license from Jersey, in marketing its products in five southeastern states.

Kentucky Standard reportedly was readying a suit of its own, asking the court to restrain Humble from using the Esso name—considered an abbreviation of Standard Oil—in the same five states (the various Standard companies, under a 1911 consent decree which splintered the old Standard Oil Trust, have sought to retain exclusivity of labels in states in which they operate. Esso has not been used nationally because other Standard companies have regional rights to the name Standard and its derivatives, the courts have held in the past).

The longtime brand recognition and acceptance of Esso in many states has caused Humble to think twice about scrapping the name as it searches for one national identity. However, there is a precise similarity between the red, white and blue oval logo of Esso and that of Enco, which is sold in states west of the Mississippi. (Humble's name, meanwhile, is the common denominator for all advertising.)

In some earlier moves, Humble had bowed in California and Nevada in May, 1960, via its acquisition of 11 retail outlets in Los Angeles, and four in Nevada, which had operated under the name of Major Gas stations. Twelve outlets also were included in Arizona, where Humble already had been marketing.

In October, 1960, Monterey Oil Co., Los Angeles, announced it had agreed to sell "substantially all" its business and assets to Humble. The same month, Humble appointed its first distributor in Oklahoma. Also, in May of this year Humble reported that its yearlong entry into Ohio—via Enco—was shaping up with 37 stations either completed or under construction. (Earlier tests of the Enco label were conducted in Oregon and Washington.)

As Humble ticked off its market advances, a timetable for name changeovers on stations, signs and pumps—and the introduction of products where such brands hadn't appeared before—began taking place. Much of the pattern has been products first, stations second.

Carter changed some of its stations in June, 1960, but didn't complete the switch until last May. By then, Pate had already made the swap and the first Enco signs were going up in the remainder of the 20 western and midwestern states, including Oklahoma.

■ For the first time since Humble's national marketing realignment, some potential agency conflicts arose as shops for three oil companies came together for the first time: Al Herr Advertising (Pate); Needham, Louis & Brorby (Oklahoma); and McCann-Erickson (Carter). McCann and Needham, Louis also have shared the corporate advertising and pr of Humble's parent, Jersey Standard.

In eastern Washington, in October, 1960, Humble ran a newspaper campaign to say Carter's name was being changed. "We'll have about 30,000 stations across the country pretty soon," the copy read, below an illustration of a station attendant changing hats. In this campaign, as in all drives by Humble in the last year, top emphasis was given to Humble's slogan: "America's Leading Energy Company."

Last May the rest of Carter's changeover campaign appeared in newspapers in 33 major markets. Ads were red-and-black—three pages in some cities, four in others. Spot saturation campaigns were run on radio and tv, and outdoor was also used.

In November, Pate kicked off a $200,000 name-change campaign which called for 172 outdoor boards, 100 outside bus posters, newspaper spreads, 150 tv spots a week, and 260 radio spots a week in Milwaukee and 600 radio spots a week in 15 other markets.

In May of this year Humble uncorked an ad blast to introduce the Enco name to patrons of 10,000 Humble stations in five southwestern states—the old Humble territory. A teaser campaign via 800 outdoor posters was used, followed by quarter-page newspaper ads.

■ Late last summer Humble explained its five regional operations to the nation via four-color spreads in magazines. Altogether, five ads were run in the series, which included copy showing a map with the regional breakdown.

Four-color magazine spreads again popped into the Humble picture in June, 1961, as the company launched an ad-a-month push in *Life*, *Look* and *The Saturday Evening Post*. Theme of the drive has been "Humble—America's Leading Energy Company." Each ad pictures natural energy sources like Niagara Falls, a hurricane, tornado and lightning.

Last fall, Humble bought one-quarter sponsorship of "NCAA Football" (ABC-TV). It devoted a third of its commercial time to plugging the same regional breakdown explanation that bowed a short while earlier in magazines. The other two-thirds was turned over to the individual regions to promote their specific brands. The show has been picked up again by Humble for the fall of 1961, on the same commercial-split basis.

On New Year's Day, this year, Humble had one-quarter sponsorship of "CBS Bowl Games," which included national airings of five football bowls. Again it shared commercials with regions.

■ On the Esso front, the newly created region in 1960 continued its cooperative sponsorship with Jersey Standard of the "Esso Reporter," 10-minute newscast on tv. In all, 49 markets were employed, with Jersey Standard picking up 25% of the tab, or $550,000. Jersey Standard is expected to terminate its co-op participation in late 1961, thereby making its contribution to the "Esso Reporter" series $425,000 for the year. Humble has been mentioned as a replacement for the show, which runs five nights a week, 52 weeks a year.

Theme of the 1960 "Esso Reporter" and other efforts was "World's First Choice." These included outdoor poster panels; rotating painted bulletins; and embellished bulletins; and newspapers.

Esso dropped its "Esso Reporter" series on radio, which it had sponsored for 24 years, at the end of 1959 and switched to spot saturations concentrated in heavy driving hours. Time purchase formulas varied. In summer and fall the drive was moved into weekend saturation, all minutes. The company said the spot formula worked so well that they extended it from 20 to 26 weeks in 40 markets.

Esso also has kept up its sales promotion, which has accounted for about $1,400,000, including programs for service station dealers, heating oil and oil burners (direct and reseller sales), commercial sales, and general reseller activities.

■ On the upper level, Jersey Standard in 1960 ran an "international friendship series" monthly in six magazines (via Ogilvy, Benson & Mather). Budget was $925,000. The effort was discontinued temporarily as OB&M's successor, Needham, Louis & Brorby, worked on a series replacement. It was set to bow next month via four-color spreads in *Atlantic*, *Harper's*, *Time's* eastern edition, *Newsweek*, *The New Yorker*, *Saturday Review*, and *Reporter*.

Depicted in watercolors in the series are various activities of the Jersey Standard empire domestically and abroad. Strong emphasis has been placed on how Jersey Standard helps the countries in which it does business. The push, through NL&B, has a $280,000 1961 budget, while the 1962 figure is expected to be $950,000.

In 1960 Jersey Standard sponsored the "Play of the Week" on tv for 18 weeks in New York and Washington. The show, which ran varying lengths, was equipped with the same commercial-split formula Jersey Standard has with Esso on the "Esso Reporter" tv newscasts. "Play of the Week" cost Jersey Standard $900,000. Another tv venture which also ran only in the two eastern cities was "Age of Kings," which the company sponsored for 13 weeks.

In 1961 Jersey Standard put up the money so the National Educational Television Network could air "Age of Kings" over WNTA-TV, New York. It also bought $50,000 of trade advertising.

■ Jersey Standard's total 1960 ad budget was $2,500,000. The 1961 figure dipped to $1,207,000, principally due to the gap in magazine advertising caused by Ogilvy, Benson's move to Shell Oil. In 1962, however, Jersey Standard expects to increase its tv activity, thereby bringing its budget in line with the 1960 appropriation.

A separate budget category in the Jersey Standard picture is Enjay Chemical Co. It includes industrial chemicals, chemical raw materials, butyl rubber, plastics, and paramins (a line of petroleum additives for heating oils, motor fuels and lubricants). Enjay's chief consumer effort has been a four-color spread plus color pages—totaling five ads—in *Life* which promote those who market butyl tires. Enjay used about 90 business publications last year.

Jersey Standard expenditures reported below include an overall advertising total of Humble Oil & Refining Co. The 1960 Humble figure, in turn, includes all national, regional and local programs conducted by Esso Standard, Penola, Carter, Humble (Southwest) and Oklahoma-Pate divisions.

Jersey Standard said that although most of its regional entities have converted to their new names, a few vestiges of the old identities remain in some advertising.

STANDARD OIL CO. (NEW JERSEY)

(Domestic Advertising)

ADVERTISING EXPENDITURES

(The following 1960 totals combine expenditures reported by Standard Oil Co. (New Jersey), Humble Oil & Refining Co. and Enjay Chemical Co. For Humble, figures include national, regional and local programs conducted by Esso Standard, Penola, Carter, Humble (Southwest) and Oklahoma-Pate.)

	1960	1959
Newspapers	$ 2,697,600	$ 3,334,400
Magazines	3,173,700	1,469,200
Farm Publications	128,800	76,900
Business Publications	1,099,900	964,500
Network Radio	447,300	———
Network Television	1,979,700	———
Spot Radio	1,436,900	2,317,000
Spot Television	5,114,200	6,150,500
Outdoor & Transportation	2,202,404	1,874,600
Total Measured	18,280,500	16,187,100
Total Unmeasured	7,909,500*	7,048,900*
Estimated Total Expenditure	26,190,000	23,236,000

*Includes road maps and touring services, sales promotion, company publications and other programs.

STANDARD OIL CO. (NEW JERSEY)

ADVERTISING EXPENDITURES

(The following totals are from AA's usual sources.)

	1960	1959
Newspapers	$ 2,136,044	$ 3,334,400
Magazines	3,068,791	1,469,200
Farm Publications	99,221*	76,900
Business Publications	1,600,000	964,500
Spot Television	3,175,400	6,150,000
Spot Radio	**	2,317,000
Network Television	786,155	———
Outdoor	1,619,102†	1,874,100
Total Measured	12,484,763	16,187,100
Total Unmeasured	13,705,237	7,048,900
Estimated Total Expenditure	26,190,000	23,236,000

* Includes Esso Standard, $77,904; Carter Oil, $8,714; and Humble, $12,603.

† Includes Esso Standard, $1,173,503; Humble, $319,164; and Carter, $126,435.

**Not measured in 1960.

MARKETING PERSONNEL

G. W. Butler, coordinator of marketing

H. T. Cruikshank Jr., deputy marketing coordinator

W. R. Robinson, coordinator of advertising

Public Relations

Robert H. Scholl, director, public relations

G. A. Lawrence, deputy director

W. P. Headden, assistant manager, public relations

Stewart Schackne, public relations counselor

HUMBLE OIL & REFINING CO.

Houston

(Humble Oil & Refining Co., chief operating affiliate of Standard of New Jersey, includes such former divisions as Esso Standard, Carter, Humble Southwest and Oklahoma-Pate.)

MARKETING PERSONNEL

Marketing and Sales

D. Woodson Ramsey, vp and director (marketing)

W. W. Bryan, vp for marketing

C. W. Bohmer Jr., headquarters staff coordinator

G. V. Mallone, manager, retail marketing development

G. H. Shipley, manager, industrial and specialty sales

I. E. Killian, sales manager, Esso Standard eastern region

R. R. McCoy, marketing manager, central region

E. M. Jolly, marketing manager, southeast region

J. C. Wilbourn, marketing manager, southwest region

Advertising

Robert M. Gray, manager, advertising and sales promotion

S. K. Britt, coordinator of media advertising, headquarters department

T. W. Wilson, coordinator of sales promotion, headquarters department

W. N. Farlie, coordinator of advertising and sales promotion, Esso Standard eastern region

W. T. Kadi, coordinator of advertising and sales promotion, central region

E. T. Barret, coordinator of advertising, merchandising and sales promotion, southeast region

J. H. Moore, coordinator of advertising and sales promotion, southwest region

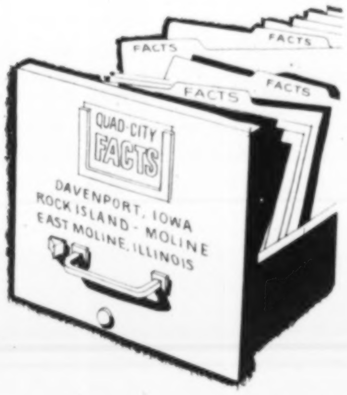
ADVERTISING EXPENDITURES†

	1960	1959
Newspapers	$ 2,697,600	$ 3,203,220
Magazines	2,184,400	651,692
Farm Publications	128,800	65,988
Business Publications	419,290	246,699
Network Radio	447,300	———
Network Television	1,979,700	———
Spot Radio	1,436,900	2,313,513
Spot Television	4,214,200	5,223,901
Outdoor & Transportation	2,202,404	1,874,537
Total Measured	15,710,600	13,579,550
Road Maps & Touring Service	1,780,200	*
Sales Promotion Programs	3,082,800	*

BRINKLEY IS IN COLOR

This season David Brinkley inaugurates his own news show, "Brinkley's Journal," on color TV for Douglas Fir Plywood Assn. and Pittsburgh Plate Glass. The trend is to color. Are you with it? Learn more about color TV. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York Tel: CO 5-5900

FACTS ON FILE



about the # 3 MARKET in IOWA-ILLINOIS

FACT No. 1

With more than ¼ million population, the Quad-Cities is the third largest metropolitan area in two of the most productive states . . . Iowa and Illinois . . . with very high effective buying income of $7,000 per household.

FACT No. 2

The Quad-Cities is the 57th U.S. industrial market and #2 in Iowa-Illinois. Total employed labor force over 107,000 - and growing.

FACT No. 3

Only Quad-City home-town newspapers produce COMPLETE coverage of this active market with circulation to 100% of the households in the area. Sales impact is deepest and broadest available in this rich region . . . and **that's** a fact, too.

OVER ¼ MILLION PEOPLE
QUAD-CITIES

THE COMPLETE COVERAGE MEDIUM OF THE MARKET

QUAD-CITY NEWSPAPERS

DAVENPORT EVENING TIMES
DAVENPORT MORNING DEMOCRAT
Represented by JANN & KELLEY, Inc.

ROCK ISLAND ARGUS
MOLINE DISPATCH
Represented by ALLEN-KLAPP Co.

Company Publications	300,600	*
Other Programs	2,745,900	*
Total Unmeasured	7,909,500	7,020,450
Estimated Total Expenditure	23,620,100	20,600,000

†1960 estimates reported by Humble; 1959 measured figures are from AA's usual sources, and combine the various former divisions now part of Humble, including national, regional and local programs of Esso Standard, Penola, Carter, Humble (Southwest) and Oklahoma-Pate.

*Not broken down separately in 1959, but included in unmeasured total.

ENJAY CHEMICAL CO.

New York

ADVERTISING EXPENDITURES

	1960	1959
Magazines	$ 64,300	$ 77,000
Business Publications	630,700	467,343
Total Measured	695,000	534,343
Sales Promotion Programs	253,700	241,957
Total Unmeasured	253,700	241,957
Estimated Total Expenditure	948,700	776,000

Sterling Drug Inc.

	1960	1959
Sales	$218,526,000	$209,248,000
Earnings	22,214,000	20,990,000
Advertising	28,200,000*	27,500,000*

*Estimated by AA

Sterling Drug Inc., New York, the nation's 29th largest advertiser, increased its advertising about 2.5% to an estimated $28,200,000 in 1960, a record sales and earnings year.

The drug company cut its spot tv spending by $1,500,000 and boosted its network tv by $3,500,000 to more than $15,000,000, or about half the total ad expenditure. These were the only major shifts in measured media spending in 1960.

Consolidated sales increased to $218,526,000, up 4.4% over 1959, while earnings rose 6% to $22,214,000. Domestic sales were $150,073,000, up from $146,533,000 in 1959. Consolidated net sales outside the U. S. rose to $68,454,000 from $62,714,000 in 1959.

Worldwide sales of the drug company, including sales of units operating in South America and Continental Europe, which are not incorporated in the company's consolidated sales figure, amounted to $242,603,000, up from $228,853,000 in 1959.

■ Of this total, proprietary products advertised to the public accounted for sales of $115,233,000, up from $103,708,000 in 1959; pharmaceutical specialities were $82,123,000, as against $77,027,000 in the previous year; industrial products were $25,375,000, compared with $27,503,000 in 1959, and other consumer products were $19,872,000 in 1960, down from $20,615,000.

Commenting on its financial picture for 1960, Sterling explained that "the increase in earnings reflects our sales gains, particularly in the popular products which enjoy market leadership in their respective classifications. On the other hand, the intense competition for sales and our accelerated market development activities resulted in increased costs of distribution and advertising. Further, looking to future sales growth, the company substantially increased its research expenditures."

The outlook continued bright in 1961 as Sterling reported record earnings and near-record sales in the first quarter. Net profit was $6,119,005, up 1.6% from $6,025,298 for the 1960 first quarter (the previous record). Sales rose to $58,413,519, which was within 0.2% of sales of $58,527,564 in the 1960 first quarter.

J. Mark Hiebert, chairman and president of Sterling, noted that the performance in the first quarter of 1961 "was achieved in the absence of special conditions that stimulated sales." He recalled that previous record sales for a quarter, chalked up in the first three months of 1960, were achieved with the stimulus of a flu epidemic in the U. S.

Sterling reported record sales and earnings in the first half of 1961. Net earnings were $10,811,018, up from $10,467,215 in the previous first half. Consolidated sales were $114,413,528, up 3.4% from $110,661,398 in the 1960 first half. Worldwide sales were $129,350,000, as against $121,938,000 in the previous first half.

■ In 1960, sales of medicinal preparations, rising to a new high, accounted for a larger share of Sterling's sales than in any previous postwar year. The medicinal sales gain was 9% over 1959, while sales of non-medicinal products saw a slight decline.

The company reported that Bayer Aspirin, its leading product, showed the greatest growth rate of all analgesic products in the U. S. last year. In 1960, Sterling invested about $6,500,000 in network tv for Bayer, $730,000 in magazines, $637,000 in newspapers, $409,000 in supplements, an estimated $300,000 in spot radio and $77,000 in spot tv (down from $595,000 in 1959). Altogether, Sterling paid out about $8,800,000 to promote Bayer, as against $8,000,000 in 1959. In contrast, Anacin accounted for about $15,500,000 in ad expenditures last year.

At a given point this year, Bayer, with about 19% share of market (in dollars), trailed Anacin by a shade over 2%. Bufferin and Alka-Seltzer, with about a 17% share of market, were tied for third place. Alka-Seltzer, riding on the crest of "The Flintstones," over ABC-TV, came up from about 15.5%.

Although Bayer sells more tablets than Anacin, Anacin registers a bigger dollar volume due to its higher price. Anacin and Bufferin both sell for $1.29 a hundred, while Bayer sells for 73¢, up from 69¢ in May, 1961. Anacin has a volume of about $45,000,000 while Bayer does about a $36,000,000 volume. Bayer's 12-pack is its biggest selling package.

Sterling's second biggest seller is Phillip's Milk of Magnesia, which is reported to rank among the top five stomach distress remedies. The company in 1960 spent $4,300,000 on Phillip's in network tv, $155,000 in spot tv, $551,000 in magazines, $8,000 in farm publications, $256,000 in supplements and $276,000 in newspapers. The total advertising outlay for Phillip's came to about $5,546,000 in 1960, compared with $4,600,000 in 1959.

■ Sterling's line-up of network tv shows during the 1960 season included at NBC, "Do-Re-Mi," "Thriller," "People Are Funny," "Arthur Murray Show," "M Squad," "The Price Is Right," "Saber of London," "Man from Interpol," "Play Your Hunch," "Detective Diary," "True Story," "Young Doctor Malone," and "Queen for a Day." At CBS, it sponsored "Perry Mason," "Route 66," "As the World Turns," "The Edge of Night," and "The Verdict Is Yours." At ABC, Sterling sponsored "About Faces," "Day in Court," "Love That Bob" and "Gale Storm." The company spent about $15,359,000 on network tv in 1960, making Sterling the eighth biggest network television advertiser.

In March, 1961, the Federal Trade Commission hit Sterling, American Home Products, Bristol-Myers and Plough Inc. with a series of complaints charging that there is no truth to claims that one brand relieves headaches faster than another. FTC objected to Bayer's contention that it brings "fastest relief." In reply, Sterling said its ads for Bayer simply promised that no competitive product available to the general public provides faster relief.

J. N. Cooke, vp of Sterling and president of its Glenbrook Laboratories division, stated: "Sterling's claims in its advertising are based on firmly established scientific evidence, and we have consistently maintained, and again repeat, the Bayer aspirin is the finest analgesic you can buy."

The Sterling company operates 72 subsidiaries in the U. S. and 38 other countries. Twenty of these are in the U. S.; 52 are in other countries. The company has 44 plants, 17 in the U.S., 27 in 24 other countries. The overseas plants produce, for the most part, the same pharmaceutical preparations, packaged medicines and household and toilet articles that are made and sold in the U. S.

■ Sterling's principal consumer division is Glenbrook Laboratories, manufacturer of a line of packaged medicines and household products including Bayer aspirin and nasal spray, Fletcher's Castoria, Phillip's Milk of Magnesia, Campho-Phenique, Haley's M-O, Dr. Lyon's dentifrices, Midol, Ironized Yeast, Energine cleaning and lighter fluids, Z. B. T. baby powder and other products.

In addition to Glenbrook Laboratories, Sterling's other major divisions are Winthrop Laboratories, a world leader in the field of antimalarials; Hilton-Davis Chemical Co., manufacturer of dyes and colors for industry; and Sterling-Winthrop Research Institute, the central research organization of Sterling.

Winthrop Laboratories, Sterling's biggest ethical division, spent $900,000 in 1960 for advertising in medical journals and $1,000,000 for direct mail advertising.

Early in 1960, James Hill Jr., board chairman and chief executive officer of Sterling, died. He had been with the company 31 years, serving in various capacities. He was succeeded by J. Mark Hiebert, who also retained his title as president of the company. This year, John E. Grimm III, former director of marketing of the Glenbrook Laboratories division and a vp of Sterling, joined Colgate-Palmolive Co. as vp and marketing director of the household products division. In the same Glenbrook division, Glenn W. Johnston, former administrative assistant-merchandising, was promoted to vp-product director.

BAYER
BAYER
BAYER is a family affair!

PICTURE OF HEALTH—*Sterling Drug will run this page in the fall for regular and children's Bayer aspirin in Look and Life. Thompson-Koch, New York, is the agency.*

On the agency front, George A. Breon Co. named Jordan, Sieber & Corbett to handle its prescription products. Also, Cook-Waite Laboratories named the same agency to handle medical advertising of its local anesthetics.

In 1960, Breon Laboratories was organized as a new pharmaceutical subsidiary of Sterling, taking over the marketing of individual product lines of several company units, such as American Ferment products. Also, House of Houston became a division of the d-con Co.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,763,927	$ 2,017,570
Magazines	1,984,590	1,924,450
Farm Publications	120,925	100,985
Spot Radio	922,500	1,025,000
Network Television	15,358,919	12,975,463
Spot Television	2,185,890	3,660,910
Total Measured	22,705,351	22,018,578
Total Unmeasured	5,494,649	5,481,422
Estimated Total Expenditure	28,200,000	27,500,000

GLENBROOK LABORATORIES

New York

MARKETING PERSONNEL

Sales

A. J. Burns, vp, production, distribution and new product development
Glenn W. Johnston, vp and product director
Otto R. Reiner, vp, sales
F. M. Deakins, vp, product manager
R. E. Gray, vp, product manager
H. D. Nitchie, vp, product manager
R. L. Steenrod, vp, product manager
Harold C. Johnson, sales promotion manager

ADVERTISING AGENCIES

Compton Advertising Agency, New York—Instantine—William Stewart, account supervisor, Bob Jacoby, account executive.

Dancer-Fitzgerald-Sample, New York—radio and tv only—Bayer aspirin, Dr. Lyon's tooth powder, Energine products, Haley's M-O, Phillip's Milk of Magnesia products—George G. Tormey, senior vp; A. W. Spence Jr., account supervisor; Lou Dorkin and Carlton Jeffery, account executives.

Thompson-Koch Co., New York—print only—Bayer aspirin, Dr. Lyon's tooth powder, Energine products, Haley's M-O, Phillip's Milk of Magnesia products. Complete—Campho-Phenique, Ironized Yeast, Midol, Jayne's Vermifuges, Robert A. McNell, president, W. W. Madill, vp and account supervisor.

Brown & Crane, New York—Dr. Caldwell's laxative, Fletcher's Castoria, Z.B.T. baby powder, Z.B.T. baby lotion—Carl Brown, account supervisor, Ralph Tassinari, account executive.

Sullivan, Stauffer, Colwell & Bayles, New York—Calorid—Barrett Welch, account supervisor, James Quest, account executive.

N. W. Ayer & Son, New York—new product assignment—Newton C. Cunningham, account supervisor, Thomas C. Sweitzer, account representative.

WINTHROP LABORATORIES

New York

MARKETING PERSONNEL

Charles B. McDermott, vp, sales and advertising
Norman F. Field, director of advertising

ADVERTISING AGENCIES

William Douglas McAdams Inc., New York—Alvodine, Carbocaine, Creamalin, Isuprel, Levophed, Lotusate, Mebaral-Mebroin, Mucilose-Super and pHisoHex—Helen Haberman, account supervisor, George Mitchell, account executive.

Burdick Associates, New York—medical journals only—Hypaque, Pontocaine, Skiodan and Telepaque. William Duryea, executive supervisor, James Collins, account executive.

Thompson-Koch Co., New York—miscellaneous—Robert A. McNell, president, W. W. Madill, vp and account supervisor.

Cortez F. Enloe Inc., New York—Zephriran. Medical journals only—Trancopal, Trancoprin. Clement Theisen, account executive.

Donald F. Fitzsimmons Inc., New York—Plaquenil—Donald Fitzsimmons, account supervisor, Peyer Wilkinson, account executive.

Harry C. Phibbs Advertising, Chicago—medical journals only—miscellaneous.

BREON LABORATORIES

New York

MARKETING PERSONNEL

C. C. Wood, vp, sales
Fred W. Madsen, advertising manager
Fred I. Botha, product manager, American Ferment products
Robert S. Bunning, product manager, Breon products
Howard Dale, product manager, Breon products
Eugene McGlynn, product manager, Diaparene products
Wilfred O. Leigh, product manager, Lanteen products

ADVERTISING AGENCIES

Jordan, Sieber & Corbett, New York—Breon pharmaceutical specialties—Mitchell Jablons, account supervisor, Jim Foley, account executive.

Cortez F. Enloe Inc., New York—American Ferment Caroid and dental products; Diaparene line of products for infant and geriatric skin care and Lanteen products for feminine hygiene—Clement Theisen, account executive.

COOK-WAITE LABORATORIES

New York

MARKETING PERSONNEL

Max Hickman, vp, sales
Dudley E. Latham, advertising manager

ADVERTISING AGENCIES

Jordan, Sieber & Corbett, New York—Carbocaine-NeoCobefrin; Carbocaine without vasoconstructor and other local anesthetic solutions—Mitchell Jablons, account supervisor; Jim Foley, account executive.

Lee Ramsdell & Co., Philadelphia—Carpule pre-sterilized needles—Laura Palmer Perry, account supervisor.

THE d-CON CO.

New York

MARKETING PERSONNEL

Victor E. Moore, vp and director of sales
Walter C. Camas, advertising manager

ADVERTISING AGENCY

Thompson-Koch Co., New York—d-Con Ready Mix, d-Con Mouse-Prufe, d-Con Ant-Prufe, d-Con Roach-Prufe, Rid-X—Robert A. McNell, president; W. W. Madill, vp and account supervisor.

HOUSE OF HUSTON

New York

MARKETING PERSONNEL

Ralph T. Miller Jr., divisional president

ADVERTISING AGENCY

Thompson-Koch Co., New York—complete line of Little Pal pet supplies—Robert A. McNell, president; W. W. Madill, vp and account supervisor.

DELAWARE POULTRY LABORATORIES

Millsboro, Del.

MARKETING PERSONNEL

Dr. Hiram Lasher, vp
William Mitchell, vp

ADVERTISING AGENCY

John Heller Advertising, Vineland, N. J.—vaccine and related animal health products—John Heller, account executive.

DORN & MITCHELL LABORATORIES

Opelka, Ala.

MARKETING PERSONNEL

William X. Clark, vp, sales

ADVERTISING AGENCY

Simonds-Payson Co., Portland, Maine—vaccines and other animal health products—John Simonds, account executive.

STERWIN CHEMICALS

New York

(Distributes products made primarily by other Sterling units)

MARKETING PERSONNEL

William X. Clark, vp, sales

ADVERTISING AGENCY

Thompson-Koch Co., New York—B-E-T-S, VextraM, Oxylite, Roccal, bulk vitamins for food, feed and pharmaceutical industries, Hy-Kure Flour Treatment Service, Paraket certified food colors, Zimco Brand vanillin—Robert A. McNell, president; W. W. Madill, vp and account supervisor.

Studebaker-Packard Corp.

	1960	1959
Sales	$323,226,663	$387,372,375
Earnings	708,850	28,544,338
Advertising	13,700,000*	12,690,000*

*Estimated by AA

Studebaker-Packard Corp., South Bend, Ind., the 67th largest national advertiser, continued to increase its advertising budget in 1960, despite sharply reduced sales.

Registration figures show S-P sold 106,244 cars last year, compared with 133,382 in 1959. Share of market dropped from 2.21% in 1959 (when S-P and American Motors produced the only U.S.-built compacts), to 1.62% last year, when the Big Three auto makers entered the compact race.

Studebaker-Packard said worldwide sales of passenger cars manufactured by the corporation totaled 109,781 units in 1960, compared with 160,826 units the previous year.

S-P trucks totaled 5,932 registrations in '60, up slightly from the 5,908 units in 1959. Fleet sales for the company—both car and truck—were 9.8% above '59. Auto fleet sales accounted for 11% of the company's total auto sales.

Export unit sales of cars and trucks were 24% greater in 1960, due in large part to agreements concluded for partial manufacture and distribution in Argentina, Australia and Israel.

Wholesale and tourist deliveries of Mercedes-Benz vehicles, which S-P distributes in the U. S., totaled 12,687, up 5% over '59. Mercedes-Benz rose from 15th to ninth place in the import car sales race.

■ For the first six months of 1961, Studebaker-Packard reported net sales of $134,436,137, a 25% drop from the first half of 1960. This resulted in a net loss of $8,840,172, compared with earnings of $3,359,585 during the first six months last year.

Studebaker-Packard has been on a diversification kick recently as its automotive operations face extremely rough competition. The automotive division sustained a loss last year, but earnings from other divisions helped the company to show a slight profit.

During 1960 the company made three acquisitions: Gravely Tractors Inc., Dunbar, W. Va., manufacturer of utility tractors; Clarke Floor Machine Co., Muskegon, Mich., maker of floor finishing and maintenance equipment; and D. W. Onan & Sons, Minneapolis, manufacturer of electric generating plants. Early this year the company added Chemical Compounds Inc., St. Joseph, Mo.

Previously the company acquired the CTL division, Cincinnati, and Gering Products division, Kenilworth, N. J.

■ In advertising, the company this year jointly participated with S-P dealers in what it says was the largest syndicated deal in tv history, sponsoring the "Mr. Ed" program. In this joint venture, the corporation paid the program costs and dealers purchased the time on 109 local stations. The 26-week series started Jan. 31.

With the introduction of its 1962 line, S-P expanded its use of newspapers, featuring testimonials from drivers as part of a "drive it to believe it" campaign. This theme was also used on network tv, where the company has been on the "Jack Paar Show" and three other NBC-TV shows, in addition to spots on CBS-TV professional football broadcasts.

■ In September of last year the company named Clarence Francis, retired president and chairman of General Foods Corp., as its chairman and chief executive officer. Then in February, 1961, Sherwood H. Egbert, formerly exec vp of McCulloch Corp., was brought in as president, and was named chief executive officer. Harold Churchill, formerly president and chief executive officer, remains as a consultant.

Frank J. Suslavich was named vp and general sales manager, and Ray Burnett was appointed acting advertising manager. S. A. Skillman, vp-dealer relations, and James W. Orr, manager of sales promotion and merchandising, left the company.

At the Onan division, Roy E. Mullin was promoted from vp-sales to vp-marketing, and George R. Burda went from advertising manager to manager of sales administration.

In Canada, Paul H. Durish was named advertising and sales promotion manager of Studebaker-Packard of Canada. He formerly was assistant to the late Tait M. Hawkins. The Canadian S-P changed agencies July 1, moving from Tandy-Richards to McConnell, Eastman & Co.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 3,775,068	$ 3,743,778
Magazines	2,644,610	2,717,974
Farm Publications*	110,130	9,795
Business Publications	500,000	66,000
Spot Television	879,740**	———
Network Television	1,064,249	568,524
Spot Radio	†	750,000
Outdoor	1,314,494	1,328,300
Total Measured	10,288,291	9,184,371
Total Unmeasured	3,411,709	3,505,629
Estimated Total Expenditure	13,700,000	12,690,000

* Includes Gering and Gravely Tractors divisions.
**Includes $205,650 for regional dealers.
† Not measured in 1960.

MARKETING PERSONNEL

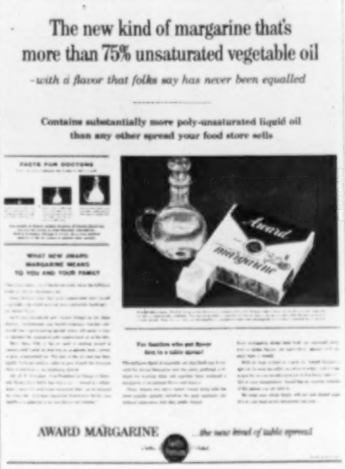
L. E. Minkel, vp-marketing
F. J. Suslavich, vp-general sales manager
A. E. Fitzpatrick, fleet sales
F. T. Corcoran, truck sales

Advertising

Ray Burnett, acting advertising manager
Gerald Waindel, public relations director

ADVERTISING AGENCY

D'Arcy Advertising Co., New York—F. C. Weber, account supervisor.


The new kind of margarine that's more than 75% unsaturated vegetable oil

-with a flavor that folks say has never been equalled

Contains substantially more poly-unsaturated liquid oil than any other spread your food store sells

FACTS FOR DOCTORS

WHAT NEW AWARD MARGARINE MEANS TO YOU AND YOUR FAMILY

AWARD MARGARINE ...the new kind of table spread

Award
margarine

NEW AWARD—*Early in 1961, Swift & Co. introduced Award margarine in test markets on the West Coast and New England. Award has been assigned to Leo Burnett Co.*

Swift & Co.

	1960	1959
Sales	$2,442,542,157	$2,475,494,013
Earnings	18,412,767	19,067,844
Advertising	18,000,000*	15,000,000*

*Estimated by AA

Swift & Co., Chicago, the nation's 52nd largest advertiser, is believed to have boosted its ad expenditure 20% to an estimated $18,000,000 last year.

Although sales and earnings were down slightly over 1959 levels, the company's earnings of $18,412,767 were the second highest since 1955. Swift attributed the dip in sales to lower prices in several basic product lines.

The company completed the modernization of meat packing plans in Montgomery, Ala.; Edmonton, Alberta, and St. Boniface, Man., and it will complete the building of a new plant in Rochelle, Ill. this year. Swift also plans to rehabilitate meat plants in South St. Paul and Kansas City, Kan., this year. Last year, the company opened new turkey processing operations in Alma, Mich.; Waco, Tex., and New Rockford, N.D. A new cheese plant was opened at Lebanon, Ky., and new adhesives manufacturing operations were completed at Houston and Honolulu.

■ Swift is the world's largest meat packing company. Its Peter Pan peanut butter has been gaining sales, and now has an estimated 15% share of the market in second place behind Corn Products' Skippy (with an estimated 22%) and passing Procter & Gamble's Jif, which is now third with about 12%.

Swift's brand of wet dog food, Pard, has an estimated 4% share of market—about the same as Dash, Ideal and Red Heart. The four brands rank behind Ken-L-Ration, which has about 17%, and Rival with an estimated 10% share.

In the margarine field (among the 30¢ brands), Swift's Allsweet has about 4% or 5% of the market and may be the second largest selling brand in this category. The leader is believed to be Blue Bonnet, with an estimated 8% to 10% share of market.

Outside of the food field, Swift and Armour currently are in a dead heat as the leading marketers of home fertilizer products. Swift's entry in the field is Vigoro.

■ For the second year in succession, Swift enacted some drastic changes in media strategy. The company nearly doubled its magazine advertising, investing $4,156,360 in that medium as compared with $2,323,029 in 1959. Swift moved strongly into outdoor, where it invested $1,928,272, compared with $310,267 in 1959. The company boosted its spot tv expenditures to $1,928,990 from $827,170 in 1959.

Swift continued its swing away from network television for the second straight year, investing $1,366,220, down from $2,953,650 in 1959. The company also drastically slashed its newspapers expenditures from $2,919,317 to $1,481,870.

■ On the personnel front, J. T. Johnson was named president of A. C. Lawrence Leather Co., T. A. Peeler was appointed manager of Neuhoff Packing Co., D. D. Miller was promoted to manager of Plankinton Packing Co., and later this year will go to a new plant at Rochelle, Ill., and E. F. Hemmer was named G. H. Hammond sales manager of Iowa Packing Co.

In an important ruling affecting the major meat packers, Judge Julius J. Hoffman in U.S. district court, Chicago, last December rejected a plea by Swift; Armour & Co.; and Cudahy Packing Co. to modify a 40-year-old consent decree which prevents the packers from expanding their marketing operations outside of the meat products business. Judge Hoffman acknowledged that changes in the food distribution system have lessened the competitive edge once held by the meat packers, but viewed the plea as not strong enough to warrant modifications of the 1920 consent decree.

Last March, the Federal Trade Commission charged that Swift engages in a number of practices which illegally restrain competition in frozen food products. The FTC said Swift is one of 10 na-

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tionwide distributors of frozen products, and that as a group, these companies now have 55% to 60% of the frozen food market, compared with 40% to 45% in 1947. Swift denied that it has discriminated in price or sold below cost or engaged in any other illegal trade practices.

Early in 1961, Swift introduced a new margarine, Award, which contains more than 75% unsaturated vegetable oil. The product, which has been assigned to Leo Burnett Co., was promoted in test markets on the West Coast and New England. Swift currently markets two other margarines—Allsweet and Duet. The company also introduced Ti-Tan, a new scuff-resistant leather, which is marketed by A. C. Lawrence Leather Co., a subsidiary.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,481,870	$ 2,919,317
Magazines	4,156,360	2,323,029
Farm Publications	152,685	191,108
Business Publications	86,300	82,700
Spot Television	1,928,990	827,170
Network Television	1,366,220	2,953,650
Outdoor	1,928,272	310,267
Total Measured	11,100,697	8,955,385
Total Unmeasured	6,899,303	6,044,615
Estimated Total Expenditure	18,000,000	15,000,000

PARENT COMPANY

MARKETING PERSONNEL

(All located in Chicago)

Sales

H. E. Wilson, vp, consumer packaged frozen foods, sales planning, advertising and merchandising services
P. E. Petty, director and vp, beef, lamb and veal, hides and skins, wool
C. T. Prindeville, director and vp, plant food, agricultural chemicals, animal feeds
E. F. Swift, vp, provision (pork products), casings, foreign
W. P. Ayers, director and vp, dairy & poultry, ice cream, table ready meats
J. B. Miller, vp, margarine, refinery products, canned foods, pet foods, grocery sales division
H. E. Robinson, vp, adhesives, by-products, industrial oils, soaps and detergents, tallow, research
F. J. Townley, vp, all general sales for Swift and associated plants

Advertising

Ray Weber, general advertising manager

ADVERTISING AGENCIES

McCann-Erickson, Chicago—agricultural research, casings, dairy & poultry, franks & sausage, fresh meats, ham & bacon, home economics, hotel, restaurant and institutional sales, ice cream, meats for babies, packaged frozen meats, table-ready meats and trade relations—W. R. Kinnaird, management service director; H. G. Fuess, account executive (meats for babies, frozen meats, trade relations); Helen Wolcott, account executive (home economics); K. Wade Chapman, account group supervisor (table-ready meats, fresh meats, ham & bacon, franks & sausage); Michael Sheets, account executive (dairy & poultry, ice cream).

Leo Burnett Co., Chicago—Allsweet, Duet and Award margarines; Vigoro, Rid and End-O-Products (weed control)—Robert G. Everett, vp, client services; Ray Fowler, account supervisor; Alan Winthrop, account executive (Vitogro); Loy Lee, account executive (Vigoro and End-O-Products); Gil Mickels, account executive (all margarines).

Dancer-Fitzgerald-Sample, Chicago—Pard dog food and Pard Crunchers, Swift'ning, canned meats, Jewel shortening and salad oil and commercial shortening—F. Sewall Gardner, account supervisor; Ray Dau, Thomas K. Denton, John Wright, account executives.

Bert S. Gittins Advertising, Milwaukee—agricultural chemicals, farm feeds, and hatcheries—James Boan, account manager (agricultural chemicals); Robert Rice, account manager (farm feeds), and Howard Green, account manager (hatcheries).

Russell T. Gray Inc., Chicago—adhesives, glues, gelatins, industrial oils, soaps, storage and phosphates—W. E. Morton, account supervisor.

Earle Ludgin & Co., Chicago—peanut butter products—George A. Rink, account supervisor; James L. Lurie, account executive.

ARMSTRONG PACKING CO.

Fort Worth

MARKETING PERSONNEL

E. H. Cramsie, manager
J. C. Farrell, sales manager

ADVERTISING AGENCY

Jack T. Holmes & Associates, Ft. Worth, Tex.

CORKRAN, HILL & CO.

Baltimore

MARKETING PERSONNEL

H. D. Ripley, manager
C. H. Bowman, sales manager

ADVERTISING AGENCY

H. W. Buddemeier Co., Baltimore—all advertising—H. W. Buddemeier, account executive.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$1,607	$8,291
Total Measured	1,607	8,291

DERBY FOODS INC.

Chicago

MARKETING PERSONNEL

A. O. Lane, manager
A. C. Frahm, general sales manager

ADVERTISING AGENCY

McCann-Erickson, Chicago—canned meats, Peter Pan peanut butter—W. C. Avery Jr., account supervisor; Richard E. Johnson, account executive (canned meats, Peter Pan peanut butter).

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ —	$1,886,115
Network Television	1,900,000	1,900,000
Magazines	100,510	—
Spot Television	188,380	—
Total Measured	2,188,890	3,786,115

H. L. HANDY CO.

Springfield, Mass.

MARKETING PERSONNEL

R. D. Halcomb, manager
A. J. Fields, sales manager

ADVERTISING AGENCY

Hoag & Provandie Inc., Boston—all advertising—Paul H. Provandie, account executive.

IOWA PACKING CO.

Des Moines

MARKETING PERSONNEL

J. R. Zeis, manager
W. A. Thorsen, city sales manager
L. H. Jordan, plant sales manager
E. F. Hemmer, G. H. Hammond sales manager

ADVERTISING AGENCY

Shelton R. Houx Advertising, Des Moines—all advertising—Shelton R. Houx, account executive.

V. W. JOYNER & CO.

Smithfield, Va.

MARKETING PERSONNEL

R. L. Herrmann, local manager

ADVERTISING AGENCY

H. W. Buddemeier Co., Baltimore—all advertising—H. W. Buddemeier, account executive.

ADVERTISING EXPENDITURES

	1960	1959
Magazines	$3,265	$3,691
Total Measured	3,265	3,691

A. C. LAWRENCE LEATHER CO.

Peabody, Mass.

MARKETING PERSONNEL

J. T. Johnson, president

ADVERTISING AGENCY

Chirurg & Cairns, Boston—all advertising—W. L. Shepardson, account executive.

ADVERTISING EXPENDITURES

	1960	1959
Magazines	$8,400	$8,420
Total Measured	8,400	8,420

NEUHOFF PACKING CO.

Nashville

MARKETING PERSONNEL

T. A. Peeler, manager
L. J. Majer, plant sales manager
L. S. Langley, city sales manager

ADVERTISING AGENCY

Doyne Advertising Agency, Nashville—all advertising—George W. Doyne, account executive.

ADVERTISING EXPENDITURES

	1960	1959
Spot Television	$196,310	$179,070
Newspapers	20,798	19,500
Total Measured	217,108	198,570

PLANKINTON PACKING CO.

Milwaukee

MARKETING PERSONNEL

D. D. Miller, manager
E. J. Belz, sales manager

ADVERTISING AGENCY

Bert S. Gittins Advertising Inc., Milwaukee—all advertising—Joseph P. Kenney, account executive.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$14,766	$5,015
Total Measured	14,766	5,015

ST. LOUIS INDEPENDENT PACKING CO.

St. Louis

MARKETING PERSONNEL

S. M. Weir, manager
E. Goodwin, sales promotion manager
I. C. Karch, city sales manager
L. T. McKeehan, plant sales manager
S. M. McLaughlin, eastern sales manager

ADVERTISING AGENCY

Gardner Advertising Co., St. Louis—all advertising—Newton W. Briggs, account executive.

ADVERTISING EXPENDITURES

	1960
Newspapers	$ 31,943
Spot Television	89,820
Total Measured	121,763

SPERRY & BARNES CO.

New Haven, Conn.

MARKETING PERSONNEL

R. D. Halcomb, manager
L. R. Bowman, sales manager

ADVERTISING AGENCY

Hoag & Provandie Inc., Boston—all advertising—Paul H. Provandie, account executive.

JOHN P. SQUIRE CO.

E. Cambridge, Mass.

MARKETING PERSONNEL

R. D. Halcomb, manager
N. L. Healy, sales manager

ADVERTISING AGENCY

Hoag & Provandie Inc., Boston—all advertising—Paul H. Provandie, account executive.

VAN WAGENEN & SCHICKHAUS CO.

Kearny, N. J.

MARKETING PERSONNEL

Ray J. Kellogg, manager
D. J. Shine, jobber sales manager
S. C. Space, sales manager

ADVERTISING AGENCY

McCann-Marschalk Co., New York—all advertising—Charles Mittelstadt, account supervisor; Don Coleman and Don Gaudio, account executives.

WHITE PROVISION CO.

Atlanta

MARKETING PERSONNEL

L. A. Fowler, manager
L. D. Nye, sales manager

ADVERTISING AGENCY

Lowe & Stevens, Atlanta—all advertising—Jules C. Gerding, account executive.

Texaco Inc.

	1960	1959
Sales	$2,980,308,544	$2,678,029,271
Earnings	391,750,659	354,346,323
Advertising	15,955,000*	14,359,500*

*Estimated by AA

Texaco Inc., New York, the nation's 61st largest national advertiser, increased its 1960 advertising by about 10% to $15,955,000.

In 1961, the company cut back its tv budget and redistributed the money to other areas, principally sales promotion. It also took its account out of Cunningham & Walsh and gave it to Benton & Bowles, effective Oct. 1. Texaco had done business for 26 years with C&W, which consolidated the consumer portion in 1957.

The Texaco move represented one of the top billings shifts in a restive oil industry which appeared to be in the throes of a major marketing revolution.

The 1959 ad figure of $18,500,000 previously estimated by AA for Texaco has been revised downward, to $14,359,500. Chief reasons for the drop are new ADVERTISING AGE estimates of business handled by Cunningham & Walsh, about $11,500,000 in 1961, and of network tv costs after discounts. Texaco's sales promotion budget, mostly point of sale, was $1,500,000 in 1960 and its industrial business was $1,000,000 with G. M. Basford Co.

■ Texaco's consolidated net income in 1960 rose 10.6% to $391,750,659, while the company's consolidated gross income from sales and services was $2,980,308,544. Texaco said the net increase was achieved despite depressed economic conditions in the last half of 1960, and foresaw improvement by the third quarter of 1961.

Why Texaco's Climate-Controlled gasolines
give you maximum power at lowest cost

CLIMATE CONTROL—*Editorial-type b&w pages are being used by Texaco in magazines, boosting gasolines blended "12 times a year, from coast to coast, for each of 26 different climate and altitude areas." The ad includes an offer of a combination barometer, thermometer and hygrometer by Honeywell, for $3.50—with coupon available at Texaco dealers.*

The worldwide company ranked this way in 1960 barrelage among the top 33 oil companies: third in liquids production, second in refinery runs and sales of petroleum products; first in domestic crude production and fourth in domestic gas production.

Texaco described oil's competitive situation as "severe," and noted "intense" efforts by others to simplify and extend their U.S. operations. Accordingly, the company has exercised rigid control to balance daily crude production with consumer product sales—they are identical—and has intensified its marketing.

■ Texaco's share of the U.S. consumer gallonage market is estimated to have jumped from 8.2% five years ago to 9.7% in 1960. National consumption of all petroleum products last year increased only 2% versus Texaco's earlier prediction of 4%. The company forecast a national rise of between 2% and 3% for 1961.

On the industrial front, Texaco has materially strengthened its petrochemical activities, which previously were conducted mainly through affiliated companies, such as Jefferson Chemical Co. and Texas-U.S. Chemical Co. Additions have been made to wholly owned petrochemical operations and further expansion is planned.

Texaco has stepped up research on rocket fuels and other high energy sources via Texaco Experiment Inc., Richmond, Va., a company bought two years ago and renamed. One project there is "Cricket," a small rocket designed for low altitude weather research.

■ Texaco is unique because it markets gasoline under its own brand name in all 50 states. This position, conceivably threatened by other oil giants, has been heralded in all Texaco advertising. The company has reinforced its facilities in Alaska, which it entered in 1960. This spring Texaco completed terminals and began adding service stations in the Hawaiian islands.

Although there are about 40,000 Texaco stations in the U.S. and 3,000 in Canada (the industry figure is about 206,000), the company is banking heavily on the development of fewer but larger and more complete stations, to produce greater volume at less unit cost. About 85% of Texaco stations are independently owned or leased out. The rest are owned outright by the company.

Principal domestic products are 29-year-old Texaco Fire Chief and 23-year-old Sky Chief Supreme gasolines, Havoline and Texaco brand motor oils, PT anti-freeze, Texamatic transmission fluid, Super Motor Detergent and Marfak lubricant Texaco also is a major factor in the rich east coast fuel oil market via its acquisition in 1959 of Paragon Oil Co.

■ Besides national media buys, Texaco policy has been to work up individual consumer-market plans weighted by national ad pull in the area, local ad tie-ins, profitability and distribution.

The "Texaco Huntley-Brinkley Report," a 15-minute tv news program aired five days a week, 52 weeks a year, has influenced Texaco's budget most. When Texaco picked up full sponsorship in 1959, it chopped budgets across the board and pumped the dollars into tv—two-thirds Huntley-Brinkley. Last year the company's higher over-all expenditure was chalked up, in part, to the newscast cost rising from $5,000,000 for time and talent, the first year, to about $7,500,000 in 1961.

On July 3 of this year Texaco relinquished half of its sponsorship to R. J. Reynolds Tobacco Co. The show, viewed over 160 stations, reached an estimated 25,000,000 persons in February, according to a national Nielsen rating of 21.1. It has also won for Texaco two George Foster Peabody awards (1958 and 1960) as the outstanding tv news program.

■ Another Peabody award winner (1960), the Texaco-Metropolitan Opera Radio Network, is now in its 21st year of sponsorship. It is heard 20 Saturday afternoons a year. Prior to the 1960-61 season, the show was handled via network-affiliated stations. Some tendencies to delay broadcasts caused Texaco to form its own special network of 110 U.S. stations, reported to have reached an estimated 98.5% of radio homes—live. Cost is estimated at $1,000,000.

Texaco has been sponsoring, via G. H. Johnston Co., New York, state-wide radio broadcast of football games of eight principal U.S. universities in the fall: Oklahoma, Tulane, Mississippi, Tennessee, Alabama, Georgia, South Carolina and Miami, Fla. A ninth, Illinois, is set for 1961. The annual budget is about $300,000.

Network radio spots were skipped by Texaco in 1960, due to higher tv costs. The company bought local radio spots (plus programs in Chicago, Cleveland, St. Louis and Detroit) in 70 major U.S. markets. A total of three waves of eight weeks each were used, with Texaco buying only into sportscasts in the West and South. In late 1960 it began diversifying its spot schedule and leaned toward newscasts and other formats.

■ Historically, the company's ad pushes have centered on building (1) image and (2) dealer traffic. In the spring of 1960 the gimmick was a "write a tv commercial" contest. Dealers supplied motorists with entry blanks calling for 50 words or less, tied into a simple, furnished storyboard. More than 1,200 prizes were awarded, ranging from expense-paid trips to Hawaii, to bicycles.

The contest was plugged on Huntley-Brinkley, tv spots in the U.S. and Canada (a four-week spot wave using 20-second and minute announcements in major markets), 1,200-line ads in major newspapers, and space in magazines.

Texaco's 1961 spring-through-fall premium deal has been a $3.50 combination barometer, thermometer, hygrometer by Honeywell. Customers have been required to pick up coupons at service stations to place their orders. The barometer has been tied into media ad copy about Texaco gasolines being 100% climate controlled, with 12 blends yearly in 26 different areas. It has been heavily advertised in four-color and b&w pages in consumer and farm magazines, and via Huntley-Brinkley.

■ Texaco's business paper advertising for all consumer products was limited in 1960 to about 12 publications in the service station, automotive, and tires, batteries and accessories fields. Also, its corporate ad budget, estimated at more than $90,000, was put into *Forbes* and other financial books.

Last year the company scrapped its 1959 summer outdoor campaign of 3,000 posters in 100 markets, and earmarked the funds for tv. Texaco still has a cluster of spectacular boards around Los Angeles, which account for an estimated $90,000 annually.

■ The company has published a touring map series for the U.S., Canada and Mexico, plus an illustrated "Trip Tips" booklet. In maps alone, 18,000,000 are given away annually. Motorists pick up their Texaco travel aids at company touring centers in New York, Chicago, Houston, New Orleans and Los Angeles. By filling out a route request card at any service station, they get a personal tour kit complete with marked-up maps.

Most Texaco sales promotion has been beamed to point of sale, in support of the premium-type seasonal campaigns. The company's industrial advertising, out of G. M. Basford Co., has been placed mostly in magazines.

Only one major personnel shift took place among Texaco advertising executives in 1960. Ben Halsell, former director of advertising and sales promotion, was named vp of employe and public relations. Texaco advertising was left under the supervision of John H. Childs, general manager of advertising and sales promotion. Mr. Childs formerly was account supervisor on Texaco with Cunningham & Walsh—which lost the business to Benton & Bowles—before joining the company in August, 1959.

■ The switch brought to $48,500,000 the estimated amount of oil billings which swapped hands among 13 advertisers and 20 agencies in 18 months. Some observers linked the pattern to slowing petroleum consumption rates, oversupply which fosters price wars, emergence of independent brands, and the mounting competitive pressures of established oil giants.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 380,072	$ 580,640
Magazines	747,177	1,270,283
Farm Publications	240,130	307,300
Business Publications	764,300	715,000
Spot Radio	———	1,840,000
Network Television	12,161,822	6,198,830
Spot Television	541,250	713,560
Outdoor	93,325	245,333
Total Measured	14,928,076	11,870,946
Total Unmeasured	1,026,924	2,488,554
Estimated Total Expenditure	15,955,000*	14,359,500

***Includes $1,500,000 of sales promotion, mostly point of sale and touring and map service; about $11,500,000 in consumer billings, 1961; and $1,000,000 industrial.**

MARKETING PERSONNEL

Advertising

John H. Childs, general manager of advertising and sales promotion
James F. Coogan, advertising manager
Raymond Apy, sales promotion manager

ADVERTISING AGENCIES

Benton & Bowles—all consumer advertising and coordination of all consumer advertising (except industrial products)—George Chatfield, management supervisor; James H. Graham, account supervisor.

G. M. Basford Co.—industrial advertising—Robert Welborn, account supervisor; Ken Thompson, account executive.

Union Carbide Corp.

	1960	1959
Sales	$1,548,168,000	$1,531,343,824
Earnings	157,980,000	171,637,065
Advertising	18,900,000	16,900,000

Union Carbide Corp., New York, the nation's 49th advertiser, invested $18,900,000 in advertising in 1960. This was $2,000,000 higher than in 1959.

In 1960, Union Carbide sales rose 1% to $1,548,168,000, but net income dipped 8% to $157,980,000. The company said the income drop was due to decreased sales of alloys and electrodes in 1960—caused by a slack in the steel industry—and lower selling prices for some Union Carbide products.

For the first half of 1961, Carbide reported that sales dropped 3% to $747,458,000, from $771,643,000 in 1960. Net income dipped 15%, going from $81,192,000 to $69,395,000.

■ The company has one of the broadest product ranges in U.S. industry. It has 16 principal divisions and one subsidiary in this country; two subsidiaries in Canada, one of which has six divisions; and a subsidiary in Puerto Rico.

Sales were via 52,000 industrial customers and distributors. Chemical and allied industries comprised Union Carbide's largest markets, accounting for 23% of total sales in 1960. Steel production took another 14%. The remainder was divided among petroleum, rubber, national defense, electrical equipment, automotive, metals, textiles, floor covering, machinery, railroads, containers, agriculture, glass, paper and others.

Among operating groups, chemicals were 33% of sales in 1960 (up 3% in its sales share); plastics 21% (down 7%); electrodes, carbons and batteries, 12% (up 6%); industrial gases (and carbide), 16% (up 6%); and metals, 18% (remained constant). Some 8% of Carbide's 1960 sales went to overseas markets, compared with 7% the year before.

■ Last year about 12% of Union Carbide's total sales were in the consumer category (which gets more than 65% of measured ad money). Main marketing arm is Union Carbide Consumer Products Co., founded in 1959, which last year hiked its sales 18%. The company markets Eveready batteries for flashlights, radios, hearing aids and photoflash units; flashlight cases; Prestone Anti-Freeze, Long Life Coolant, Spray De-Icer, and other car care newcomers (four chemical tune-up products, a refrigerant for car air conditioners, and a metal parts cleaner); Eveready garden chemicals; Eveready flashlight and automotive lamps; and 6-12 insect repellents.

One influence on consumer product sales has been the development of new, smaller alkaline batteries for pocket radios, photoflash devices, inexpensive wrist watches, model airplane starting systems, and an Eveready Captain lantern which bowed recently. In all, the company markets nearly 300 types of batteries.

■ The anti-freeze market, of which Prestone and Du Pont's Zerex reportedly have held more than 50%, provided some fireworks in 1960 as Prestone rang up record sales. Running battles were staged among Union Carbide and its competitors, Dow Chemical Co. and E. I. du Pont de Nemours. Carbide copy slugged at price-cutting and the do-it-yourself trend. The company commented: "In 1950, only 5% of the motorists installed their own anti-freeze. Today that figure seems to be leveling off somewhere under 50%."

The company also got hundreds of injunctions against cut-rate retailers, forcing them to quit slashing Prestone prices. In the midst of this activity, Carbide developed Prestone Long Life Coolant, its "extended use" answer to "intense competition" by other "multi-season" anti-freezes.

■ Measured media figures show the coolant got a $163,190 magazine push. All Prestone anti-freeze, however, was promoted by $897,000 worth of minute participations on network tv: a world's series preview show, "Cheyenne," "Laramie," "Dan Raven," "The Rebel," "The Untouchables," "Lawrence Welk," "Maverick," "Person to Person," NCAA pre-game football warm-ups and election returns. In areas where clearances were unavailable, another $116,610 in spot tv was purchased.

Prestone Anti-Freeze also accounted for $700,000 in radio, all local spots on 640 stations in 460 market areas. It spent $142,549 in 476 newspapers in 460 cities, and $68,670 in magazines (*Life*). Major automotive publications going to service station dealers also were used.

In another consumer products category (there are four), Prestone car care products were promoted this way: Prestone Spray De-Icer, a push-button spray to defrost car windshields, melt ice and retard freezing, got past the testing stage and plunged into $224,241 of network tv (plus $134,816 more in the first quarter of 1961) and into $76,582 of four-color comics, including 124 newspapers in 105 cities across the frost belt.

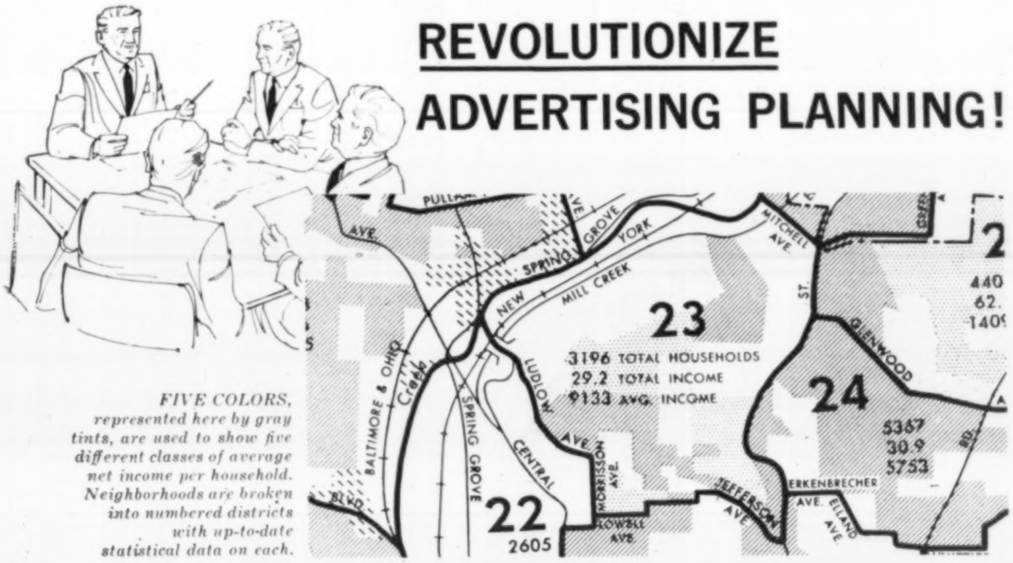
Prestone car polish and cleaner used $517,240 in late-night spot tv on 24 stations in 74 markets—mostly during the second and third quarter—and $31,122 in newspapers. Both the polish and cleaner and the de-icer were wiped across the business circuit via ads in hardware, chain, variety and drug papers.

Eveready flashlights and batteries were mixed into the tv-show roster that pushed Prestone Anti-Freeze, except that they were not advertised on "The Untouchables," "Person to Person" or "Maverick." Network tv totaled $183,221. Minute radio spots were run on 475 stations in 311 markets for a total of $400,000. Magazine ads were mostly four-color pages in *Life*, adding up to $86,145. The company

N.W. AYER RINGS THE BELL ON COLOR TV

N. W. Ayer returns the call for AT&T with the "Bell Telephone Hour" on color TV this Fall. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color TV Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York

NEW BUYING POWER MAPS REVOLUTIONIZE ADVERTISING PLANNING!



FIVE COLORS, represented here by gray tints, are used to show five different classes of average net income per household. Neighborhoods are broken into numbered districts with up-to-date statistical data on each.

• AT LONG LAST, here is the market research information—in up-to-date figures and detailed map form—that advertisers have been so long seeking. The new *Sanborn Buying Power Maps*—now in process of completion for the 50 leading metropolitan areas of the United States—graphically pinpoint the location of customers according to net income down to the intimate neighborhood level.

• THINK what this means in formulation of advertising and sales promotion programs . . . in the selection of media . . . in the compilation of mailing lists . . . in nearly any advertising activity, in fact, where buying power of the potential customer is a factor in the sale!

• MODERATELY-PRICED, the map units may be purchased only for the area or areas in which you are interested. Full facts are available without obligation.

SANBORN MAP COMPANY, INC.
DEPT. A
629 FIFTH AVENUE • PELHAM, NEW YORK

At no obligation, please send us sample map and full details on the new Buying Power Maps for metropolitan areas throughout the United States.

NAME________________TITLE DEPT________
COMPANY________________________
ADDRESS________________________
CITY________________STATE________

FOR DETAILS, PLEASE USE THIS COUPON

SANBORN
MAP COMPANY, INC.

629 Fifth Ave., Pelham, N. Y.

continued its longtime "Critical Moments" series in newspapers—showing people extracting themselves from dangerous situations by having an Eveready flashlight and/or batteries handy—with $392,679 earmarked for four-color comics, in 270 newspapers in 240 cities. Hardware, variety and drug publications were also tapped.

■ Another category, Eveready garden products, is made up of pesticides to kill bugs, weeds and diseases. Expenditures included $181,455 in magazines, with four-color pages in *Life*, *Look* and *Saturday Evening Post* topping the list. Two-color ads were run in *Flower Gardener* and *Popular Gardening*, among others. For the trade, it was *Garden Supply Merchandiser* and hardware magazines.

Also, the company's 6-12 insect repellent added $69,345 to consumer product magazine and Sunday supplement linage.

Union Carbide's "corporate image" campaign reached out again in 1960 with its familiar illustrated-hand series. This phase was put at $1,200,000. Some schedules were run in *Wall Street Journal* and *Journal of Commerce*, but the biggest chunk was in consumer newsweeklies, *Scientific American*, *National Geographic* and—getting the top dollars—*Reader's Digest*.

Also in 1960, Carbide distributed to consumers, via the *New York Times* and 750,000 extra reprints, a 24-page four-color custom-made supplement: "The Exciting Universe of Union Carbide."

■ In some divisional activity:

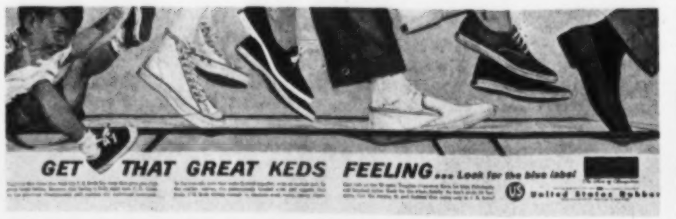
• Union Carbide Chemicals Co. introduced several chemicals for use in producing polyether (urethane) foam, and continued a vigorous marketing and promotion program for its fluorocarbons—widely used in aerosol propellants, refrigerants and air conditioning units.

• Linde Co., whose principal activity is the extraction of gases from the air, made news in the crystal field in 1960 with the production of a new synthetic gem stone, called the Linde white star. Industry sales of star jewelry rocketed 59% in 1960, and Linde firmly hitched its promotional wagon to the item. Linde set up a heavily-merchandised program with counter and window displays, in-store promotions, mailers and mats backing up these national media buys: In *The New Yorker*, six four-color pages; *Saturday Evening Post*, six half pages in color—five under the *Post's* Select-A-Market plan and the sixth, just before Christmas, using the full *Post*.

• Union Carbide Plastics Co. reported record sales of epoxy resins, whose new applications include repairing concrete, road surfacing, solid fuel binders, reinforced structures and auto body repair.

• Visking Co. introduced Visten film for packaging and preserving poultry. The division's Visqueen polyethylene film is used for packaging bread, fruit, vegetables, candies, clothing, hardware, toys and paper products. Others being marketed are Visolyte polystyrene film for envelope and carton windows, and for overwrapping; and Hylox water-soluble film for packaging such products as detergents and dyes.

■ In 1961, Union Carbide did some agency switching among shops that handle its business. In January, it took National Carbon Co. out of William Esty Co. and moved it to J. M. Mathes. On Aug. 1, the agricultural chemicals portion of Union Carbide International went from National Export Advertising Service to Albert Sidney Noble Advertising, which already had about $300,000 of Carbide's domestic agricultural billing.


GET THAT GREAT KEDS FEELING... Look for the blue label
United States Rubber

BOUNCE—*U. S. Rubber ran this ad in an issue of Life to promote U. S. Keds, made by the footwear division of the company. Fletcher Richards, Calkins & Holden is the agency.*

On the personnel front, Howard S. Bunn, former president of Union Carbide, was elected vice-chairman of the board; Birny Mason, former exec vp, was elected president; William H. Feathers was appointed president of Union Carbide Metals; James R. Johnstone was named president of National Carbon; Howard R. Medici was appointed chairman of Visking; and Glenn L. Pitzer succeeded Mr. Medici as president.

Also, Joseph V. Keneally, former assistant ad manager of Union Carbide Chemicals, was named ad manager of Union Carbide International; Laurence F. Granger was named ad manager of National Carbon; and Brace B. Foster was appointed ad manager of Pyrofax Gas Corp.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 782,951	$ 824,145
Magazines	1,923,253	1,569,077
Farm Publications	72,239	105,554
Business Publications	1,604,100	1,662,300
Spot Television	635,670	481,030
Network Television	1,304,462	914,291
Spot Radio	———	800,000
Total Measured	6,322,677	6,356,397
Total Unmeasured	12,577,323	10,543,603
Estimated Total Expenditure	18,900,000	16,900,000*

*Revised from last year's estimate of $16,000,000.

MARKETING PERSONNEL

Advertising

George Sykes, manager, corporate advertising and public relations
Joseph P. Reap, manager, advertising, Haynes Stellite Co.
Homer R. Morrison, manager, advertising department, Linde Co.
Laurence F. Granger, advertising manager, National Carbon Co.
Brace B. Foster, advertising manager, Pyrofax Gas Corp.
Geoffrey F. Brown, manager, advertising, silicones division
George B. Moynahan, manager, promotion and advertising, Union Carbide Chemicals Co.
Robert K. Kennedy, advertising manager, textile fibers department, Union Carbide Chemicals Co.
Albert H. Brust, manager, advertising and sales promotion, Union Carbide Consumer Products Co.
Joseph V. Keneally, manager, advertising, Union Carbide International Co.
Fritz E. Loeffler, manager, sales promotion, Union Carbide Metals Co.
Robert W. Boggs, manager, advertising, Union Carbide Plastics Co.
William R. Hemrich, advertising manager, food casings, Visking Co.
William A. Heinemann, advertising manager, plastic film, Visking Co.

ADVERTISING AGENCIES

J. M. Mathes Inc., New York—corporate, Jan H. H. Meyer, account executive; Union Carbide Plastics, David Clark; National Carbon, Union Carbide Metals, and Kemet, Fred J. Dixon; Pyrofax Gas Corp. and Union Carbide Chemicals, Steven Berezney; 6-12 insect repellent, Charles J. Leavitt; Linde Co., Walter Preston; Linde Stars, Frank Buchner; Silicones, Charles Brandt; Haynes Stellite, Roger N. Peterson.

Chirurg & Cairns, New York—textile fibers (Dynel and Aeress)—Thomas R. Vohs, account executive.

Richard Bandler Co., New York—Linde (classified telephone directories only)—Charles Waite, account executive.

William Esty Co., New York—Union Carbide Consumer Products—James M. Stewart, account executive (Prestone car care products and Eveready products); James F. Behan, account executive (Prestone Anti-Freeze and Prestone Long Life Coolant).

Albert Sidney Noble Advertising, New York—Union Carbide Chemicals (agricultural chemicals); Union Carbide International (agricultural chemicals)—A. S. Noble, account executive.

National Export Advertising Service, New York—Union Carbide International (all except agricultural chemicals)—Joseph W. Madden, account executive.

The Rockmore Co., New York—Dynel-blended fabrics trademarked Bondyne—Martin Oechsner, account executive.

O. S. Tyson Co., New York—Union Carbide Chemicals (Ucon fluorocarbons and polymer specialties) and Union Carbide Development Co. (Ulok air filters)—Howard A. Gauvain, account executive

Edward H. Weiss & Co., Chicago—Visking Co.—K. A. Murison, account supervisor.

U. S. Rubber Co.

	1960	1959
Sales	$966,833,000	$976,766,000
Earnings	30,737,000	35,580,000
Advertising	11,500,000*	10,800,000*

*Estimated by AA

U.S. Rubber Co., New York, the world's third largest rubber company and 77th largest advertiser, invested about $11,500,000 in advertising in 1960, up 6% from 1959.

Sales were 1% lower than the record 1959 level and net income declined 13.6%.

In the first half of 1961, the company reported sales down 7% to $474,041,915 from $510,188,647 in the 1960 first half, and net income down 26% to $13,703,327 from $18,505,198 in the previous first half.

Lower selling prices and a "less than robust" business atmosphere were blamed for the decline in sales and profits. The company said prices were higher on passenger and truck tires, coated fabrics, footwear and chemicals. Sales were lower in plastics, foam rubber, industrial products and in goods sold to government agencies. U.S. Rubber predicted that "a rising trend in business" this year will enable the company to match 1960 sales and net income.

Biggest gains were reported to have been made in U.S. Rubber's foreign operations and in the company's chemical and plastics divisions. Manufacturing agreements were made in Italy, Scotland, England, Colombia and Argentina during the past year, which helped offset losses from nationalized Cuban properties.

■ U.S. Rubber continued its expansion of tire distribution facilities in 1960, with new "U.S. Royal tire centers" opened in the Los Angeles and Chicago areas. Forty of these tire centers were in operation at the end of the year, and 40 more are scheduled for 1961, principally in the Los Angeles, Chicago, San Francisco, Dallas and Ft. Worth markets. Also, five new retread shops and five wholesale and heavy service tire distribution points will be ready this year.

U.S. Rubber and Borden Co. have jointly formed Monochem Inc., a new chemical company "which will produce primarily the raw materials for the chemical products of each co-owner. The Monochem plant, in Geismar, La., will convert hydrocarbons into the basic chemicals, acetylene and vinyl monomer. Other new plants have been built in Baton Rouge, La., and Stoughton, Wis., with additions in Santa Ana, Cal., and Scottsville, Va. A new chemical technical center has been built in Naugatuck, Conn.

About half of U.S. Rubber's sales come from the company's three tire brands, U.S. Royal, Fisk and Gillette, plus private brands. The remainder is derived from mechanical rubber goods, rubber footwear and clothing, latex compounds, chemicals and textiles. U.S. Royal tires account for about 5% to 8% of total industry sales, it is reported.

■ During 1960, Alfred N. Watson moved from Alfred Politz Research to U.S. Rubber as vp of marketing services, responsible for market research, long range planning, advertising and public relations. In October, George R. Vila was elected president of the company, succeeding John W. McGovern, who retired. Mr. Vila was formerly vp and group executive.

U.S. Rubber is No. 3 in sales volume of the Big Four domestic fabricators (Goodyear, B. F. Goodrich, Firestone and U.S. Rubber). It is more diversified than its competitors and produces 1,200 product lines in such fields as industrial rubber goods, rubber and plastic footwear and clothing, chemicals, plastics and textiles. U.S. Rubber products include U.S. Royal tires and golf balls, Naugahyde coated fabrics for upholstery, Koylon foam rubber mattresses and seating and Keds shoes. The company is the leading producer of rubber footwear and is one of the nation's 15 largest textile producers.

The company operates domestically through five divisions: (1) tire (U.S. Royal, Fisk and Gillette), (2) footwear and general products (Keds, Kedettes), (3) mechanical goods, (4) textiles and (5) Naugatuck chemicals.

United States Rubber International maintains 19 wholly owned, affiliated or associated plants in 11 countries, principally in Europe, Great Britain and South America. Sales branches are located in 50 countries; sales representatives cover 130 other countries. Dominion Rubber Co. Ltd. is the company's subsidiary in Canada, and it maintains eight plants and ten distributing branch offices. The plantation division cultivates almost 90,000 acres of rubber trees in Malaya and Indonesia, and processes and supplies rubber to U.S. Rubber and others in latex and dry forms.

■ Among the new products and other innovations of U.S. Rubber in 1960 were a U.S. Royal Master premium tire with polybutadiene synthetic rubber in the tread, which the company says gives 60% more mileage than first line tires, and combines new principles of design, materials and processing techniques; a time service guarantee on U.S. Royal passenger tires; a butyl rubber passenger tire called U.S. Royal Butylride, which the company says gives a softer and quieter ride and stops faster on wet roads; and Flexzone 3C, a chemical which minimizes cracking of passenger tires as well as truck and other heavy duty tires.

The company also brought out a fire hose which U. S. Rubber claims never needs drying out, takes up to 30% less space and is tougher, lighter and more flexible than conventional synthetic hose; MH 30, an improved growth retardant for use on grass alongside parkways and roads; U. S. Vinyl Carpet, for use both indoors and outdoors; Uscothane, a trade name for a new group of elastomers, members of the urethane family, for use in a wide range of rubber-like, abrasion resistant materials, and Vyrene, a spandex fiber.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 754,036	$ 739,214
Magazines	2,652,496	2,394,872
Farm Publications	81,091	37,251
Business Publications	1,025,000	850,000
Network Television	———	———
Spot Television	772,970	731,820
Total Measured	5,376,657	4,753,157
Total Unmeasured	6,123,343	6,046,843
Estimated Total Expenditure	11,500,000	10,800,000

MARKETING PERSONNEL

New York

A. N. Watson, vp, marketing services

Advertising

Carlton H. Gilbert, director of advertising
Gregg T. Ward, assistant director of advertising

TIRE DIVISION

New York

MARKETING PERSONNEL

G. R. Cuthbertson, vp & general manager
G. W. Brooks, director of marketing

Advertising

C. H. Shirley, advertising & sales promotion manager

ADVERTISING AGENCY

Fletcher Richards, Calkins & Holden, New York—Joseph Scheideler, senior vp and group supervisor; Dick Ruggieri, account executive (tires).

FOOTWEAR & GENERAL PRODUCTS DIVISION

New York

MARKETING PERSONNEL

C. W. Pennington, vp & general manager

Sales

Joseph Anastasio, general sales manager, consumer products
E. G. Nagle, general sales manager, manufacturers products

Advertising

A. J. Hocking, advertising & sales promotion manager
J. R. McMenamin, assistant advertising & sales promotion manager

ADVERTISING AGENCY

Fletcher Richards, Calkins & Holden, New York—Sylvia Harris, account supervisor; Robert W. Evans and Fletcher D. Richards Jr., account executives.

MECHANICAL GOODS DIVISION

New York

MARKETING PERSONNEL

L. J. Healey, vp and general manager
D. M. Smith, marketing manager
H. K. Norris, marketing manager

Advertising

H. E. Dadson, advertising and sales promotion manager

ADVERTISING AGENCY

Fletcher Richards, Calkins & Holden, New York—Brooke B. Watson, account executive.

CHEMICAL DIVISION

Naugatuck, Conn.

MARKETING PERSONNEL

F. D. Chittenden, vp and general manager
Claude H. Allard, director of marketing

Sales

Sol Gomez, international sales manager

Advertising

W. H. MacHale, advertising & sales promotion manager

ADVERTISING AGENCY

Fletcher Richards, Calkins & Holden, New York—D. Duncan Ross, account executive.

TEXTILE DIVISION

New York

MARKETING PERSONNEL

W. E. Clark, vp and general manager
R. A. All, director of marketing
H. E. Cooper, manager, lastex operations

Sales

V. C. McQuiddy Jr., general sales manager

Advertising

Philip Bergh, advertising & sales promotion manager

ADVERTISING AGENCIES

Fletcher Richards, Calkins & Holden, New York—John Devine, account executive.

Robert B. Kane Advertising, New York—consumer fabrics and USPUN yarns (only).

INTERNATIONAL DIVISION

New York

MARKETING PERSONNEL

E. J. Higgins, vp and general manager
Otta Losa, manager, general merchandising
H. G. Kieswetter, export sales manager

ADVERTISING AGENCY

Fletcher Richards, Calkins & Holden, New York—T. H. Young Jr., account executive.

U. S. Steel Corp.

	1960	1959
Sales	$3,698,500,000	$3,643,000,000
Earnings	304,200,000	254,500,000
Advertising	12,000,000*	12,000,000*

*Estimated by AA

U.S. Steel Corp., Pittsburgh, was the 75th largest national advertiser in 1960, with an expenditure of $11,195,000, an increase of about 3.2% over last year's expenditure.

Sales rose 1.5% to nearly $3.7 billion in 1960, while earnings jumped 19.5% to $304,200,000.

The company ranks fifth in sales among industrial companies in the U.S. and is the top steel company. (Bethlehem is second, Republic third, Armco fourth and Jones & Laughlin fifth.)

U.S. Steel has about 27% of the market, Bethlehem 16%, Republic 8%, Armco 7% and Jones & Laughlin 6%.

The company, which does not produce end products for the general consumer but supplies the material which goes into many consumer items, aims a certain amount of its advertising at the consumer to create a demand for products made of steel. Other parts of its advertising program are directed to the business public and to its customers who buy steel for use in manufacture.

■ Consumer advertising to reinforce the public's preference for steel in automobiles is concentrated mainly in network television, magazines and outdoor. A program to create demand for soft drinks in cans makes use of newspapers and outdoor for local coverage and television for national impact.

Other media used by U.S. Steel in its three-pronged program (consumer, business man and steel user) are spot radio, spot television, business publications, farm publications, direct mail, exhibits and motion pictures.

During 1960, the company launched a special campaign, "Watching America Grow," to underscore the achievements and economic strength of America. The ads, in newspapers and television, featured Lowell Thomas presenting interesting facts about people and business.

In addition to its regular tv sponsorship of "U.S. Steel Hour" on CBS, the company sponsored the half-hour NBC "Project 20" holiday season color program, "The Coming of Christ." "U.S. Steel Hour" has been renewed for the 1961-62 season, starting June 28.

■ U.S. Steel's many divisions and subsidiaries include:

American Bridge division, Pittsburgh; American Steel & Wire division, Cleveland; Columbia-Geneva Steel division, San Francisco; Consolidated Western Steel division, Los Angeles; National Tube division, Pittsburgh; Oil Well Supply division, Dallas; Tennessee Coal & Iron division, Fairfield, Ala.; U.S. Steel Homes division, Pittsburgh; U.S. Steel Supply division, Chicago; Universal Atlas Cement division, New York; and U.S. Steel Export Co., New York.

Advertising expenditure figures for 1960 and 1959 were:

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,556,424	$ 927,458
Magazines	2,387,736	2,110,135
Farm Publications	347,940	285,596
Business Publications	2,776,900	2,631,000
Network Television	3,298,618	3,225,820
Spot Television	———	48,660
Outdoor	380,430	90,648
Total Measured	10,748,048	9,319,317
Total Unmeasured	3,619,500	3,543,600
Total Expenditure	14,367,500	12,862,900

MARKETING PERSONNEL

Sales

B. E. Estes Jr., vp, marketing

Advertising

John Veckly, director of advertising
H. W. Hoffman, assistant director—administration
R. J. Wilcox, assistant director—creative services
W. H. Crawford, business manager

Market Development

R. C. Myers, director of market development
D. R. Waugh, assistant director of market development

AMERICAN BRIDGE DIVISION
Pittsburgh

MARKETING PERSONNEL

W. B. Hunter, vp—contracting
W. F. Taylor, manager—advertising

AMERICAN STEEL & WIRE DIVISION
Cleveland

MARKETING PERSONNEL

E. A. Murray, vp in charge of sales
O. B. Stauffer, manager—advertising
W. H. Guterl, manager—marketing

COLUMBIA-GENEVA STEEL DIVISION
San Francisco

MARKETING PERSONNEL

R. W. Seely, vp in charge of sales
R. G. Hill, manager of advertising

CONSOLIDATED WESTERN STEEL DIVISION
Los Angeles

MARKETING PERSONNEL

P. M. Cobb, vp in charge of sales
F. H. Schenck, manager, marketing services

NATIONAL TUBE DIVISION
Pittsburgh

MARKETING PERSONNEL

R. E. Williams, vp in charge of sales
T. W. Gamble, manager of advertising
S. W. Verner, manager of market development

OIL WELL SUPPLY DIVISION
Dallas

MARKETING PERSONNEL

W. Alan Weir, vp in charge of sales
F. M. Wilbur, manager, advertising and market development
Kenton Chickering, general sales staff manager

TENNESSEE COAL & IRON DIVISION
Fairfield, Ala.

MARKETING PERSONNEL

D. A. Challis Jr., vp in charge of sales
W. L. Smith, general manager—marketing

U. S. STEEL EXPORT CO.
New York

MARKETING PERSONNEL

J. W. Garrett, vp—commercial
Walter Jones, manager of advertising and market development

U. S. STEEL HOMES DIVISION
Pittsburgh

MARKETING PERSONNEL

H. R. Black, sales vp, sales
S. J. Mack, manager—sales development

U. S. STEEL PRODUCTS DIVISION
New York

MARKETING PERSONNEL

Carroll R. Justice, vp in charge of sales
N. K. Schnaitter, manager—marketing services

U. S. STEEL SUPPLY DIVISION
Chicago

MARKETING PERSONNEL

K. P. Rindfleisch, vp—commercial
H. P. Graef, manager, marketing services
L. A. Douglass, assistant manager, marketing services

UNIVERSAL ATLAS CEMENT DIVISION
New York

MARKETING PERSONNEL

F. T. Wiggins, vp—commercial
J. A. Sullivan, director of advertising and public relations
W. J. McCullough, assistant to vp—general sales (market development representative)

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, Pittsburgh—Burton E. Vaughan, vp and Pittsburgh office manager; Fred I. Sharp, U. S. Steel account supervisor; R. B. Funkhouser, supervisor, television commercials, national advertising and promotions; Jack Bernardy, supervisor, central operations products. Divisional advertising supervisors: E. G. Mantle, American Steel & Wire; Jack Bernardy, American Bridge; F. P. Clements, National Tube, Oil Well Supply, Tennessee Coal & Iron, U. S. Steel Supply, U. S. Steel Homes; L. W. Funk (New York), U. S. Steel Export; W. C. Mahoney (New York), U. S. Steel Products; E. A. Hosp (New York), Universal Atlas Cement; Gordon Jacobs (San Francisco), Columbia-Geneva Steel; Mark Parrillo (Los Angeles), Consolidated Western Steel, U. S. Steel Products.

Hiram Walker-Gooderham & Worts

	1960†	1959
Sales	$440,179,873	$412,121,674
Earnings	25,050,258	23,694,387
Advertising	16,275,000*	15,500,000*

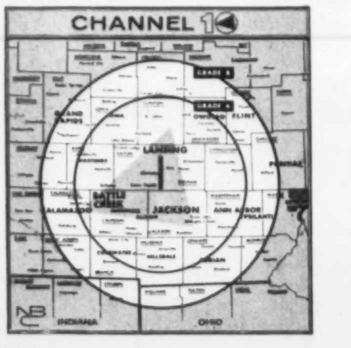
*Estimated by AA
†Fiscal year ended Aug. 31, 1960

Hiram Walker-Gooderham & Worts Ltd., Walkerville, Ont., through its affiliates (about 90% of Walker's sales are in the U.S.) is the nation's 59th largest advertiser. Advertising expenditures,

ONE SHOT TAKES ALL THREE

LANSING
JACKSON
BATTLE CREEK

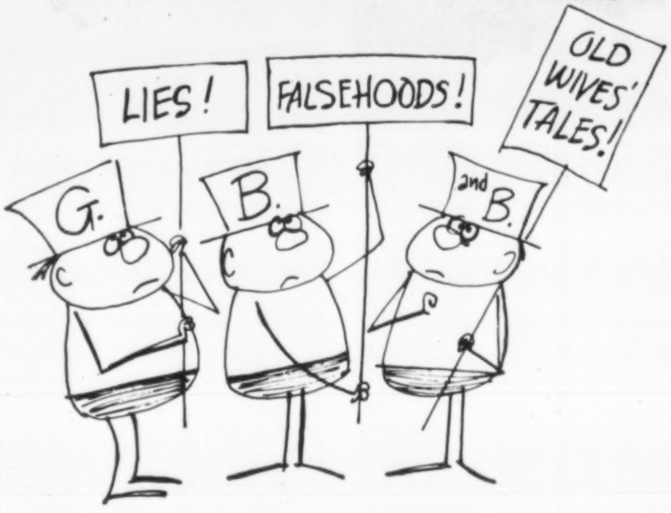
A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.
THE GOLDEN TRIANGLE STATION
WILX-TV CHANNEL 10

"...Although lacking marketing and merchandising know-how, Guild, Bascom and Bonfigli continue to specialize in million dollar accounts. Their one medium seems to be TV, where they invariably resort to an off-beat style of humor..."
—HUCKSTER'S HANDBOOK


LIES!
FALSEHOODS!
OLD WIVES' TALES!
G.
B.
and B.

FOR INSTANCE, OLD WIVES' TALE NO. 1: "...GB&B handles only food accounts..."

My gosh, we changed that policy a long time ago (the day a non-food account finally asked us to handle their advertising). Currently, we are advertising everything from banks and insurance to furniture.

O.W.T. No. 2: "...GB&B doesn't use any medium except TV..."

Oh, we love TV all right, when it meets our client's needs. However, almost half of our accounts use no TV at all. Why, if we're using our slide rule correctly, GB&B should place over two million Yankee dollars during 1961 in print, alone.

O.W.T. NO. 3: "...GB&B is only interested in accounts billing $1,000,000 or better..."

That just ain't so! As a matter of fact, over half of our current accounts bill considerably less than $1,000,000. Of course, it's true that we're doing all we can to help them grow out of this distressing condition.

O.W.T. NO. 4: "...GB&B only does humorous off-beat type commercials..."

Well, that's a half truth. The rule should read, "GB&B only does humorous off-beat commercials when we're convinced they represent the most successful approach." Only about 20% of our current ads are supposed to be humorous (and less than 18% actually are).

O.W.T. NO. 5: "...GB&B doesn't have any marketing or merchandising know-how..."

Now that's just going too far. Our approach to advertising almost invariably grows directly out of marketing considerations. Matter of fact, GB&B has started some fairly remarkable marketing trends. To wit, we were pioneers in the recent trend among cereal companies away from premiums. We'd like to point out, incidentally, that Walter Guild's book, *How to Market Your Product Successfully*, is considered the outstanding text for the whole field of marketing and merchandising by no less an authority than David Bascom.

Outside of these minor exceptions, the above statement by the Huckster's Handbook seems fairly accurate.

Guild Bascom and Bonfigli advertising

222 Columbus Avenue · San Francisco 11, California

estimated by ADVERTISING AGE at $16,275,000 in 1960, increased 5% over 1959 with major emphasis on newspapers and magazines.

In the current fiscal year, net earnings were $18,627,955 for the first nine months ending May 31, an increase of $1,060,242 over the corresponding period in 1960. All figures are stated in U. S. currency.

Walker ranks second in sales among North American distillers, behind Joseph E. Seagram & Sons, and ahead of National Distillers & Chemical Corp. and Schenley Industries.

The corporation's major sales subsidiary is Hiram Walker Inc., Detroit. Others active in advertising are Jas. Barclay & Co., Detroit; Gooderham & Worts, Detroit, and W. A. Taylor & Co., New York.

The products of another Walker subsidiary, George Ballantine & Son Ltd., are imported and distributed by 21 Brands Inc., New York.

The bulk of the corporation's ad expenditures is by Hiram Walker Inc., which puts most of its promotion behind Canadian Club, Imperial and Walker's Deluxe whiskies, in that order.

Measured ad expenditures for these three brands are Canadian Club, $3,090,649; Imperial, $1,433,003, and Walker's Deluxe, $1,036,706. Bulk of expenditures was in magazines, with Canadian Club leading with $1,874,671, followed by Imperial with $635,801 and Walker's Deluxe with $622,837. Newspaper expenditures for the three were Canadian Club, $1,202,439; Imperial, $796,202, and Walker's Deluxe, $622,837. Outdoor ad costs for Canadian Club totaled $13,539.

Other leading brands and expenditures include Jas. Barclay & Co.'s Corby Reserve, $402,807; Gooderham & Worts Ltd.'s G&W Seven Star, $111,924, and W. A. Taylor & Co.'s Old Smuggler, $242,363. Newspaper expenditures for these three were Corby Reserve, $318,869; G&W Seven Star, $104,889, and Old Smuggler, $31,681. Magazine expenditures: Corby Reserve, $83,938; G&W Seven Star, $7,035, and Old Smuggler, $210,682.

During the year Jas. Barclay & Co. Ltd. dropped Corby's Special Selected Canadian whisky out of the U. S. market, while Gooderham & Worts Ltd. took G&W Special Canadian out of U. S. distribution. In November, Hiram Walker Inc. introduced its 6-year-old, 86 proof Private Stock bourbon in the U. S. market.

Top personnel changes: Last June 30, Burdette E. Ford, former vp of the parent company, was appointed president, succeeding Howard R. Walton, who retired. At the same time H. Clifford Hatch, former vp, was named exec vp, and Ross Corbit and H. E. Harmon were appointed vps. Mr. Corbit is succeeded as president of Hiram Walker Inc. by Jack Musick, former vp and assistant general sales manager of the subsidiary. Mr. Harmon continues as treasurer of the parent company.

Besides its Peoria, Ill., plant, the largest in the world, the company has 13 other distilleries in four countries. The Walkerville plant is the largest beverage distillery in Canada and the Dumbarton, Scotland, plant is the largest in Europe.

No major distributing changes were made in the past year and Walker's lineup remains the same.

Donal J. O'Brien is director of advertising and sales promotion for the parent company and Robert P. Young is director of public relations.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 3,763,018	$ 3,445,156
Magazines	4,907,953	4,243,150
Business Publications	135,700	153,400
Outdoor	249,792	586,519
Total Measured	9,056,463	8,428,225
Total Unmeasured	7,218,537	7,217,775
Estimated Total Expenditure	16,275,000	15,500,000

6 year old light bourbon in the price range of many prime 4 year olds
one of the great whiskies of all time
Hiram Walker's
PRIVATE STOCK
6

NEW PRODUCT—*Hiram Walker Inc., Detroit, used this ad to introduce its new 6-year-old, 86 proof Private Stock bourbon in the U.S. market last November.*

HIRAM WALKER INC.
Detroit

Canadian Club, Imperial, Walker's DeLuxe bourbon, Little Brown Jug bourbon, Ten High, Private Cellar, Twin Seal, Meadow Brook, Private Stock bourbons, Hiram Walker's Gin, Hiram Walker's Vodka, Hiram Walker's liqueurs, cordials, cocktails and brandies.

MARKETING PERSONNEL

Jack Musick, president and general sales manager
Raymond Revit, exec vp and president of Hiram Walker Distributors Inc., New York
Jules Kanter, vp and sales manager, Hiram Walker Distributors Inc., New York
Paul Bovyn, manager, central division, and vp, Hiram Walker Distributing Co., Chicago
P. J. Spengler, vp, western division, San Francisco

Advertising

Herbert A. Lehrter, advertising manager
James W. McConnell, assistant advertising manager—magazine and trade
K. S. Kersey, assistant advertising manager—newspaper and outdoor
F. L. Fisher, national sales promotion manager
T. E. Roddy, assistant sales promotion manager
L. H. Bender, display production manager

Public Relations

J. F. Wright, manager of publicity

ADVERTISING AGENCIES

C. J. LaRoche & Co., New York—Canadian Club, Hiram Walker's Gin, Hiram Walker's mixed cocktails and cordials—John S. Graetzer, account supervisor; Bill Maloney, account executive.

Foote, Cone & Belding, Chicago—Imperial, Walker's De Luxe bourbon, Meadow Brook rye and Hiram Walker's vodka, Little Brown Jug bourbon—Carl Hertzberg, account supervisor, Ed Seaton, account executive.

Maxon Inc., Detroit—Ten High bourbon, Hiram Walker's Private Cellar bourbon, Twin Seal bourbon—James G. MacPherson, account supervisor, Arsen Sohigian, account executive.

The Biddle Co., Bloomington, Ill., Hiram Walker's Private Stock bourbon—Don Carter, account supervisor; Everett Biddle Jr., account executive.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 3,002,355	$ 2,960,348
Magazines	3,492,653	3,283,482
Business Publications	135,700	130,000
Outdoor	219,650	273,749
Total Measured	6,871,548	6,647,579

JAS. BARCLAY & CO. LTD.
Detroit

Corby Reserve, Park Lane, Royal Canadian whisky, Barclay's London Dry gin, Barclay's Bonded and Barclay's bourbon whiskies, Barclay's brandy, Grand Macnish scotch and Macnish V.L.

MARKETING PERSONNEL

Carl Rentschler, president
Arch Howie, assistant to the president
Norris Macdonald, vp
Carl V. Palmer, vp

Advertising

Leslie S. Gillette, advertising and sales promotion manager
Ronald N. Graham, assistant sales promotion manager

ADVERTISING AGENCY

Ross Roy-BSF&D, Detroit—all products—Blount Slade, account supervisor; Owen A. Brady, account executive; Charles Hicks, creative supervisor; Harold Rumble, media director; Richard Reins, art director.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$446,277	$336,088
Magazines	189,017	92,579
Business Publications	——	23,400
Outdoor	30,142	130,294
Total Measured	665,436	582,361

GOODERHAM & WORTS LTD.
Detroit

G&W Seven Star, William Penn, G&W Five Star blended whisky, G&W Private Stock, Mill Farm, Mountain Ridge bourbon, Sherbrook bourbon and rye, G&W bourbon, G&W gin, Five O'Clock and John Collins gins, Five O'Clock Vodka, Lauder's Imported scotch.

MARKETING PERSONNEL

Raymond W. Sibbert, president and general sales manager
Walter Botsford, administrative assistant

Advertising

A. H. Delsener, sales promotion manager

ADVERTISING AGENCY

Simons-Michelson Co., Detroit—all products—Lawrence Michelson and Leonard Kurland, account executives.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$149,861	$ 62,629
Magazines	7,035	——
Outdoor	——	182,476
Total Measured	156,896	245,105

W. A. TAYLOR & CO.
New York

Old Smuggler scotch, Maraca rum, John Jameson Irish whisky, Drambuie scotch liqueur, Sandeman ports and sherries, Pol Roger champagne, Courvoisier cognacs, Tia Maria liqueur, Booth's House of Lords and High & Dry gins, and Old Tom gin.

MARKETING PERSONNEL

Greg Wedell, president and general manager

Advertising

L. A. Roden, vp and advertising manager

ADVERTISING AGENCY

Charles W. Hoyt Inc., New York—all products—Everett W. Hoyt, account supervisor, William Baumert, account executive.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$160,812	$ 86,091
Magazines	825,536	858,789
Total Measured	986,348	944,880

Warner-Lambert Pharmaceutical Co.

	1960	1959
Sales	$143,159,000	$141,587,000
Earnings	10,684,000	10,865,000
Advertising	31,500,000	31,000,000*

***Estimate by AA**

Note: All figures domestic only

Warner-Lambert Pharmaceutical Co., Morris Plains, N.J., the 21st largest national advertiser, increased its domestic advertising expenditures by 1.6% last year, compared with a 12% increase in 1959.

AA's original estimate of 1959 advertising has been revised downward by $1,000,000. Total corporate advertising, including international, was up 4.6% to $43,252,830, and 1959 worldwide advertising was up 9.5% over 1958.

Warner-Lambert worldwide sales and earnings last year were $197,883,506 and $16,516,632, respectively, compared with $190,659,694 and $16,408,505 in 1959. For the first six months of 1961, consolidated sales were up $900,000 to $97,994,000, while consolidated net rose $93,000 over the preceding year to $7,559,000.

Measured media accounted for slightly more than half the total domestic ad budget. Network television expenditures were up over $3,000,000 to $5,464,000, while spot tv declined by more than $4,000,000 to $6,300,000. Expenditures in magazines and business publications were up slightly; newspapers were cut back. Several unsuccessful products during the year (Lip Quick, the first Fashion Quick home permanent formula) brought about advertising cancellations and were largely responsible for earnings not keeping pace with sales. Fizzies soft drink tablets also did not hit expected sales goals.

■ Listerine continues to be the company's largest-selling and most-advertised product. Sales exceeded $30,000,000 and Listerine advertising in measured media alone was over $5,000,000 ($3,000,000 in tv).

Worldwide sales crossed the $100,000,000 mark for the first time in 1955 and, along with earnings, have continued steadily upward since. They will more than likely pass the $200,000,000 mark this year.

Warner-Lambert has more than a dozen operating units but the bulk of advertising is divided among the Warner-Lambert Products, Warner-Chilcott Laboratories and the DuBarry division, probably in that order. Early this year, the Hudnut-DuBarry division disbanded and in a reorganization, marketing of Richard Hudnut hair preparations and toiletries, including Fashion Quick home permanents, was turned over to the W-L products division. A new DuBarry division was organized to handle DuBarry products, Ciro perfumes and Sportsman toiletries.

■ The domestic sales composition of Warner-Lambert has undergone radical change since 1954, due as much to mergers as any other single factor. In 1954, toiletries and cosmetics comprised 52.4%; last year they were at a new low of 12.9%. (Cosmetic dollar sales declined about 16% between 1956 and 1960.) On the other hand, proprietaries, which accounted for 5.3% in 1954, were up to 34.3% in 1960. In the same period, ethical drugs and medicinal chemicals declined from 42.3% to 26.6%. Sales of sundries and plastic and glass containers, non-existent in 1954, hit 12.5% and 13.7% respectively last year.

These changes reflect the effects of mergers with Lambert Pharmacal Co. (Listerine) in 1955; Emerson Drug (Bromo-Seltzer, Fizzies) and Nepera Chemical Co. (Anahist) in 1956. In 1958 a proposed merger with the $1 billion R. J. Reynolds Tobacco Co. fell through. Exactly one year ago, merger discussions were announced with the $500,000,000 Minnesota Mining & Mfg. Co., but were permanently ended last February when it was explained the company could not get anti-trust approval from the Department of Justice. Subsequently, Lactona Inc., $1,000,000-plus St. Paul maker of the Lactona toothbrush and professional dental supplies, was acquired. W-L today is the result of more than 50 mergers since its founding in 1856 as the William R. Warner Co.

It is noteworthy that of the $7,000,000 sales increase last year, only $1,500,000 came from the U.S. Overseas sales (excluding Canada and Cuba) were $44,014,000 and showed a net profit of $5,833,000 plus $1,500,000 cleared on export sales licenses. Total net profit was $16,500,000. Pharmaceuticals accounted for 65% of foreign sales, toiletries and cosmetics 32% and sundries the remainder. Some 40% (4,000) of company employes are overseas.

■ Warner-Lambert has five major units and 13 operating divisions. The major units are Warner-Chilcott Laboratories, for all ethical drugs; Warner-Lambert products division for major proprietaries, cosmetics and toiletries; DuBarry division which now also handles Ciro perfumes and Sportsman toiletries; Pro-phy-lac-tic Brush Co., for W-L's brush and comb line, custom molded plastics and plastic dinnerware, and Warner-Lambert International, for all products marketed abroad, except Canada.

Among the other operating divisions are: Nepera Chemical for bulk medicinal chemical manufacturing; Lambert-Hudnut Mfg. Laboratories for the manufacture of cosmetics, toiletries and virtually all proprietary drug lines (the former Emerson Drug division, making Bromo-Seltzer and Fizzies, was incorporated into this division during the year); Standard Laboratories for diverse old-line household remedies including Sloan's Liniment manufacturing units for glass containers—Gulfport Glass Corp. and Maryland Glass Corp.; Warner-Lambert Canada Ltd. and Lambert & Feasley, the company's wholly-owned advertising agency, which handles both W-L and some outside accounts.

Last April a major reorganization occurred in what was the Hudnut-DuBarry division when the Warner-Lambert products division took over sales and distribution of all Richard Hudnut products, along with Listerine Antizyme, Bromo-Seltzer and the Super Anahist cold remedies it already handled.

At the same time, a DuBarry division was created, to handle that line of beauty preparations, Sportsman men's toiletries and the Ciro fragrance line, which was formerly a separate marketing operation. Walter P. Kuenstler, who was exec vp in charge of DuBarry, Hudnut and Sportsman sales, was named exec vp of the DuBarry division. Realignment of these product lines, and the creation of a Warner-Lambert products division consolidated sales plan, brought about a cancellation of "existing promotion and advertising agreements." New ones have since been signed. The products division sales staff was enlarged.

■ There are four principal markets for the company's products: The medical and related professions; the public which buys household products; cosmetics, toiletries and perfume customers, and industrial users of glass containers, bulk chemicals and plastic moldings.

Listerine antiseptic, the company's No. 1 product, reported the best year in its history and is testing several new products under the Listerine label. One is Listerine tablets, a 25¢ packet "for instant breath control." In the past, Listerine has said that it had 60% of sales in the $60,000,000 oral antiseptic market, outsold the next brand six-to-one, did 90% of all mouthwash advertising, spent more than $72,000,000 on advertising since 1925 and increased sales 250% between 1954 and 1960.

But the oral antiseptic market which Listerine had to itself for most of its 81 years, has been getting closer scrutiny from other marketers lately and this year is graced with a multi-million dollar (some say $5,000,000) introduction of Johnson & Johnson's Micrin. Listerine toothpaste, in a family-size pack, is slated for "vigorous promotion." This dentifrice has been near the bottom of the share-of-market ladder for several years (less than 5%) and was promoted with an economy appeal and virtually no advertising. Antizyme, another toothpaste, has even less of a market and less advertising.

■ The Anahist and Super Anahist line of cold remedies (tablets, syrup, spray) got a measured media expenditure of about $4,000,000, the same as the previous year but much less than 1958 and 1957. The Anahist line was at its peak in 1957 and was thought to be the company's No. 2 product but its subsequent decline in the increasingly competitive cold remedy business may be as much as 50% from a $15,000,000 peak.

Competition in this field is growing even tougher and W-L is doing its share by testing several new or improved cold remedy formulations and hopes to launch at least two before the end of the year. One is Complex-C cough medicine. Several other cold products were tested and dropped in recent years.

Bromo-Seltzer, a product which had been stagnant for several years, increased sales in 1960, under the impetus of an aggressive advertising and sales promotion program. Bromo-Seltzer spends around $2,000,000. In February, 1960, the account switched to Batten, Barton, Durstine & Osborn from Warwick & Legler. Fizzies, the effervescent soft drink tablet launched in 1955, took a sales dive last year, principally because of the unusually cool summer last year, but also due to competitive action and the possibility that its advertising appeal continued to be almost solely aimed at children. At the beginning of 1960, W-L expressed "considerable optimism" over Fizzies' future (1959 sales were about $7,000,000) and a 47% hike was made in the ad budget of the $1,000,000-plus advertiser. This was probably cut heavily as the year progressed.

■ The old Hudnut-DuBarry division marked a year of turmoil, with losses in the Hudnut products and gains in the DuBarry line (the two now separated). Lip Quick, aggressively promoted and touted as the second largest-selling lipstick, ended up being withdrawn from the market; mechanical problems with the roll-on lipstick were the main reason. Fashion Quick home permanent had to be withdrawn temporarily for a formula change and is now again being marketed aggressively.

Several new DuBarry products were launched with big ad plans, most of which were dropped after George Abrams quit as head of the Hudnut-DuBarry division in August, 1960, under circumstances that were less than amicable. Division advertising in 1960 was nowhere near the $5,000,000 spent in 1959. Clifford W. Petitt, director of sales for the division, and Thomas J. McEwan, new products marketing director, resigned later in the year. Last March, Art Toft, Sportsman, Ciro and DuBarry product director, left to join Schick Inc. More recently Paul E. Smith resigned as new products director in the W-L products division and early this month, Irvin W. Hoff, vp and general products director of the division, resigned.

BEAUTY LINE-UP—*This page from Warner-Lambert's annual report pictures company's DuBarry, Richard Hudnut and Ciro lines of beauty preparations, cosmetics, perfumes and hair preparations.*

The Warner-Chilcott Laboratories division increased sales and volume in 1960. Its leading product is Peritrate, for treating post-coronary disease. That, and Gelusil antacid, account for about half of total ethical sales. Among the new product introductions were Coly-mycin injectable, for treatment of diarrhea and urinary infections, the company's first antibiotic; a new form of Tedral, an antiasthmatic, and Perathiazade, artery disease treatment. Sales gains were shown by Gelusil, the leading ethical antacid, several other products, and the general diagnostic division of Warner-Chilcott reported a 40% sales increase. Marketing agreements were signed with Syntex Corp. in the steroid drug field.

■ The packaged medicines marketed by the Standard Laboratories division, such as Sloan's Liniment, Veracolate laxative and Vince dentifrice powder, "continued to provide a satisfactory volume of sales and earnings." There has been some internal revitalization and product updating in this division lately, which could presage a new push for 1962 and possible expansion of the current $100,000 budget for this division.

Pro-phy-lac-tic Brush Co. reports its Pro double duty tooth brushes continue to lead the premium-priced toothbrush market. A new version, with fluoride-impregnated bristles, was introduced early this year and a Pro double duty hair brush was marketed last summer.

The Lambert & Feasley advertising agency not only provides a source of income for the company; more important, it is Warner-Lambert's No. 1 agency and last fall added international advertising of Sloan's liniment and Sloan's balm to a W-L product lineup which includes Listerine, Fizzies, Richard Hudnut, DuBarry, Sportsman, Pro-phy-lac-tic Brush, Warner-Chilcott and others. The agency reported billings of $18,900,000 in 1960 and expects to top the $20,000,000 mark this year. More than 50% of L&F billings are for Warner-Lambert accounts.

Among the other agency changes in 1960-61, Cunningham & Walsh was in, and out, of the company on a test product basis; Grey Advertising was named last year for a still undisclosed test product, and the Standard Labs division dropped Ted Gotthelf Associates and added Robert E. Wilson Inc., William Douglas McAdams and, overseas, Lambert & Feasley.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 1,218,265	$ 1,817,364
Magazines	3,173,336	2,913,681
Business Publications	640,000	550,200
Spot Television	6,302,760	10,690,620
Network Television	5,464,060	2,362,794
Total Measured	16,798,421	18,334,659
Total Unmeasured	14,701,579	13,665,341
Estimated Total Expenditure	31,500,000	31,000,000

WARNER-LAMBERT PRODUCTS DIVISION

Morris Plains, N. J.

MARKETING PERSONNEL

E. Lloyd Bernegger, president
Carl Stursberg, exec vp
John Anderson, product director, food (Fizzies)
William J. Corcoran, product director, Bromo-Seltzer
J. E. Murray, product director, Anahist
Gib Dannehower, product director, Listerine antiseptic
Cerf Berkley, assistant director of new products
H. O. Dow, product director, toiletries
William P. Broas, vp and director of sales
Kenneth W. Keller, director of merchandising and promotion

ADVERTISING AGENCIES

Lambert & Feasley Inc., New York—Gerald Blake II, account supervisor, Listerine antiseptic, Listerine tooth paste, Antizyme tooth paste; Jack Latham, account supervisor, Fizzies.

Ted Bates & Co., New York—Donald Anderson, account supervisor, Anahist; Richard Creedon, account supervisor, Oculine.

Batten, Barton, Durstine & Osborn, New York—Maury Jones, account supervisor, Bromo-Seltzer.

WARNER-CHILCOTT LABORATORIES DIVISION

Morris Plains, N. J.

MARKETING PERSONNEL

Robert B. Clark, president
William N. Enes, vp of marketing
Gerald M. Slade, manager of trade relations
Glenn A. Hastings, manager of sales promotion
Raphael Cohen, director of general diagnostics division
Robert Whyte, manager, sales training

Advertising

Edward W. Whitney, director of advertising
John L. Robinson, product advertising manager
William H. Marsden, manager, advertising administration
Jean S. Travis, advertising production manager
Edward I. Colker, art director

ADVERTISING AGENCIES

William Douglas McAdams, New York—William F. B. O'Donnell, account executive.

Sudler & Hennessey, New York—Stewart Williams, account executive.

Lambert & Feasley, New York—Robert H. Spencer, account executive.

DuBARRY DIVISION

Morris Plains, N. J.

MARKETING PERSONNEL

Walter P. Kuenstler, exec vp
William H. Derbins, vp, marketing
Gilbert F. Klein, vp
Joseph J. Galietto, director of sales
William Paxton, manager, sales administration
Jessica Canne, product director, DuBarry Treatment products
John Gelson, product supervisor, Ciro fragrances
Robert Ackroyd, product supervisor, Sportsman toiletries
I. Mettelman, trade relations manager, department and drug store sales
Edward M. Butler, trade relations manager, chain and wholesale sales
Bruce Ross, merchandising and promotion manager

ADVERTISING AGENCY

Lambert & Feasley, New York—E. B Baker, account supervisor.

PRO-PHY-LAC-TIC BRUSH CO. BRUSH DIVISION

Florence, Mass.

MARKETING PERSONNEL

George W. Young, vp in charge of marketing
H. C. Gardenier, field sales manager
J. E. Newman, merchandise manager
F. W. Squires, director of chain store sales
Victor S. Brand, eastern divisional sales manager, New York
George W. Royals, southwestern divisional sales manager, Dallas
Gus O. Starkweather, western divisional sales manager, Los Angeles
Raymond M. Vincunas, central divisional sales manager, Chicago

ADVERTISING AGENCY

Lambert & Feasley, New York—Charles J. Lumb, vp and senior account executive.

PROLON PLASTICS DIVISION

Florence, Mass.

MARKETING PERSONNEL

John H. Moore, vp and general sales manager
Elmer H. Thompson, vp, sales manager, custom molding
T. F. Wilson, vp in charge of Melamine dinnerware sales and advertising under the names of Prolon, Fflorence, Beverly and Leonora

ADVERTISING AGENCY

Fletcher Richards, Calkins & Holden, New York—Sanford C. Smith, account executive.

STANDARD LABORATORIES INC.

Morris Plains, N. J.

MARKETING PERSONNEL

James E. Rehlaender, advertising and sales manager

ADVERTISING AGENCIES

Rockmore Co., New York—Leonard Shaub, account executive.

Robert E. Wilson Inc., New York—Harry Wilkinson, account executive.

William Douglas McAdams, New York—Harry Green, D.D.S., account executive.

Lambert & Feasley, New York—Robert Spencer, account executive.

INTERNATIONAL DIVISION

Morris Plains, N. J.

MARKETING PERSONNEL

H. J. Knowles, advertising and promotion manager, ethical drugs
S. S. Mazarin, advertising and promotion manager, cosmetics
Gilbert R. Karnig, advertising and promotion manager, proprietaries

Stanley Warner Corp.

	1960	1959
Sales	$132,153,700	$123,877,700
Earnings	3,513,800	4,812,000
Advertising	20,000,000*	15,500,000*

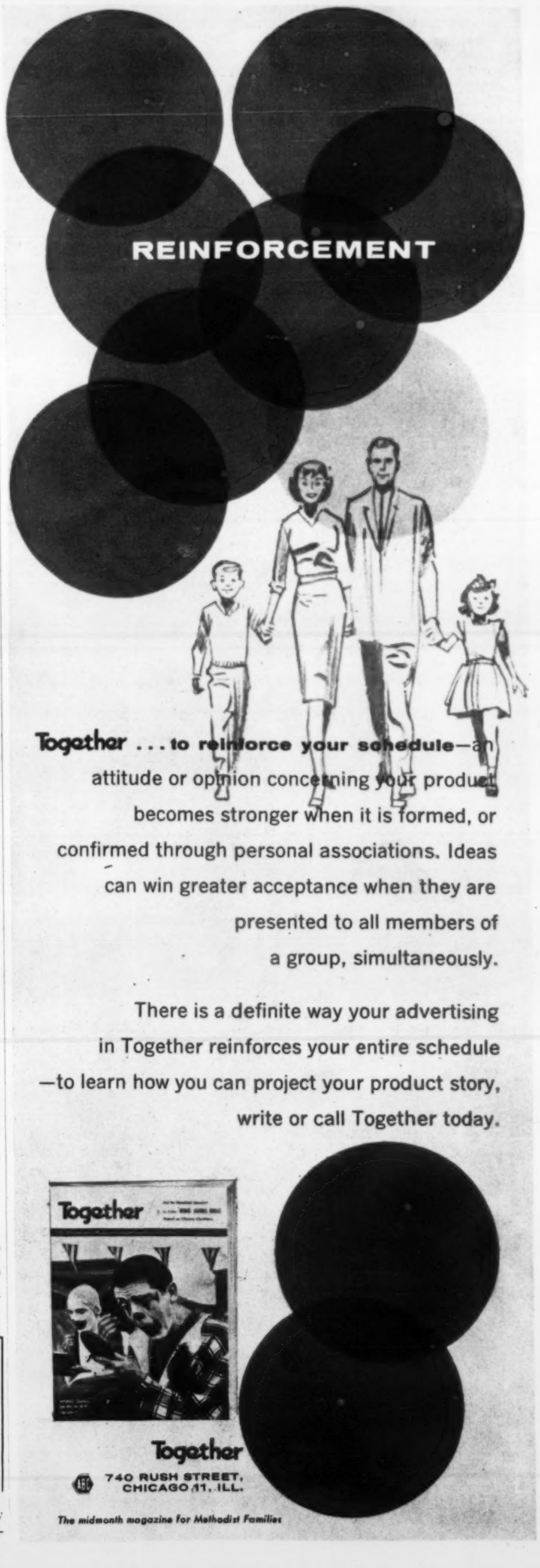
***Estimated by AA**

Stanley Warner Corp., New York, the 47th largest national advertiser, is estimated by ADVERTISING AGE to have spent more than $20,000,000 on advertising in 1960. AA's estimate for 1959 was $15,500,000 and may have been on the ultra conservative side.

Gross revenues of Stanley Warner Corp. and its subsidiaries, ranging from a bra manufacturer to a tv station, set a record for the fiscal year ended Aug. 27, 1960. But net income was off more than $1,000,000.

President S. H. Fabian attributed the lower profit to (1) certain unusual operating expenses incurred from the introduction of new styles of foundation garments and large promotional expenses for Playtex, Isodine and Betadine products and (2) decline in theater receipts due to product-curtailing actors' and writers' strikes.

The profit picture for fiscal 1961 looks better. Operating profit for the nine months ended May 27 totalled $3,285,500, against $2,530,300 for the corresponding period



REINFORCEMENT

Together . . . to reinforce your schedule—an attitude or opinion concerning your product becomes stronger when it is formed, or confirmed through personal associations. Ideas can win greater acceptance when they are presented to all members of a group, simultaneously.

There is a definite way your advertising in Together reinforces your entire schedule —to learn how you can project your product story, write or call Together today.

Together
740 RUSH STREET,
CHICAGO 11, ILL.

The midmonth magazine for Methodist Families

in 1959. Income totaled $99,796,600, up from $95,320,900 in the first nine months of fiscal 1960.

■ Measured figures are more misleading than illuminating for this major advertiser. Altogether, there is only about $6,500,000 from the reporting sources for measured media. However, this movie theater-foundation garment-telecasting ing-drug company spent at least $20,000,000 to promote its products and services last year.

A great many of the spot tv estimates—especially for run of station users—are highly inflated. The opposite is true of this advertiser, which probably budgeted almost twice as much in television as the TvB estimate of $5,519,010. The spot budget was shared by seven International Latex products and six pharmaceutical products. No viewer would be surprised to hear that the biggest chunks of spot money went to Playtex bras and girdles. As the 1956 barter contracts with C&C Films began to expire, the company replaced them with straight time schedules. A few radio contracts also were renegotiated on this basis. Starting in the fall International Latex will carry minutes on a number of prime time NBC-TV shows, marking the company's first extensive use of network video.

Playtex Living gloves were the No. 1 rubber gloves seller. The division's baby pants also held the first sales spot. Playtex is believed to rank first in the girdle market and second in bras.

Stanley Warner theaters continue to be print-oriented in their advertising approach. In this case, estimates on newspaper expenditures appear to have been low. Co-op and point-of-sale promotion also helped to swell the total ad outlay.

■ The company's agency news for '60 was highlighted by the appointment of Lynn Baker Inc. to handle the new Playtex Nurser, a sterilized disposable baby bottle, and the shifting of Tailby-Nason ethical drug account from Jordan, Sieber & Corbett to Sudler & Hennessey. Playtex in Mexico went to Kenyon & Eckhardt.

Sarong Inc. became a division of International Latex in February. Playtex products, already manufactured in Canada, United Kingdom, West Germany, Mexico and Venezuela, as well as the U. S., are setting up manufacturing facilities in still other countries.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 628,428	$ 426,840
Magazines	220,927	48,203
Farm Publications	20,224	2,512
Spot Television	5,591,010	7,381,340
Network Television	77,850	14,570
Total Measured	6,538,436	7,909,465
Total Unmeasured	13,461,574	7,590,534
Estimated Total Expenditure	20,000,000	15,500,000

STANLEY WARNER CORP.

MARKETING PERSONNEL

Harry Goldberg, manager of advertising and public relations for the parent company and theater division

PLAYTEX DIVISION

MARKETING PERSONNEL

Marketing and Sales

A. B. Peterson, exec vp, Playtex products
Bernhard Denmark, vp and general manager, family product marketing
Donald Stricklin, national sales manager, family products
Harold Rudominer, vp, bra marketing
Harve Williams, marketing director, girdles
John Maisano, national sales manager, bras
Ralph Winston, national sales manager, girdles
William Shannon, new products manager, family products

Advertising

David Ketner, vp charge of advertising
Samuel Mantell, sales promotion manager
Howard Germain, brand promotion manager, bras
Mel Chernev, brand promotion manager, girdles
Warren Vierow, brand promotion manager, family products
Edward J. Tucci, media director

PHARMACEUTICALS AND INDUSTRIAL DIVISION

MARKETING PERSONNEL

Marketing and Sales

F. W. Andrews, exec vp, pharmaceuticals and industrials
Howard Brod, vp and general manager, Isodine Pharmacal Corp.
Gerald T. Owens, general sales manager, Isodine
Thomas P. Lewis, general manager, ethical drugs—Tailby-Nason
Nicholas Castlejohn, director international operations, Tailby-Nason
Bert Catalane, sales manager, industrial sales and advertising

Advertising

Philip Katzev, advertising manager, pharmaceuticals, Isodine

INTERNATIONAL DIVISION

MARKETING PERSONNEL

Marketing and Sales

G. A. Ogden, exec vp, international division
Curt Brill, vp, international marketing and development
Norman Allen, vp, marketing
J. Paul McGinnis, Latin America marketing and development

Advertising

Benjamin Fairchild, advertising manager, international division
Patricia Ibach, advertising assistant

SARONG INC. DIVISION

MARKETING PERSONNEL

Victor Kiam II, vp and general manager
Donald M. Paris, vp, sales

ADVERTISING AGENCIES

Monroe Greenthal Co., New York—theater operating division, Herbert Hauser, account executive.

Reach, McClinton & Co., New York—Playtex bras, Bernard Lewy, account supervisor; Isodine, Hank Jacobson, account supervisor and Playtex family products, Ed Haggerty, account executive.

Ted Bates & Co., New York—Playtex girdles, Charles Hirth, account supervisor.

Lynn Baker Associates, New York—Playtex nurser (still in test markets), George Huhn, account executive.

Brown & Butcher, New York—Nasalaire, Howard Watts, account executive.

Jordan, Sieber & Corbett, New York, Tailby-Nason Corp., all products—M. Jablons, account executive.

Donahue & Coe, New York—Sarong Inc., Albert Behrens, account executive.

Westinghouse Electric Corp.

	1960	1959
Sales	$1,955,731,000	$1,910,730,000
Earnings	79,057,500	85,947,000
Advertising	38,000,000	39,000,000

Westinghouse Electric Corp., Pittsburgh, was the 15th largest national advertiser in 1960, when the company reported that it spent $38,000,000 for advertising, $1,000,000 less than in 1959.

The company predicted that the 1961 expenditure will be 90% of last year's total.

Sales rose 2.4% to $1,955,731,000 in 1960, but earnings fell 8% to $79,057,500. But the company observed that, despite the continuing cost-price squeeze on profits, which intensified during 1960, net income from operations for the year was equal to $2.22 a common share, identical to the per-share income from operations in 1959.

Efforts to ease the profit squeeze have included increased research—now at "an all-time high"—in development and marketing of new products and greater capital expenditures to improve operating efficiency. President Mark W. Cresap Jr. said that capital expenditures increased sharply last year to almost $68,000,000 from $45,000,000 in 1959.

■ Network television got $8,825,165 last year, by far the biggest slice of Westinghouse ad expenditures among measured media. This was a drop from about $10,000,000 in 1959.

Westinghouse, now observing its 75th anniversary, reported that a new television programming concept with a $7,000,000 price tag will debut next Oct. 9. Eighteen hour-long programs on the three major networks will include "the best" in drama, humor, music, world events and public affairs. Seven programs will be on CBS, six on NBC and five on ABC.

The CBS offerings are six original one-hour dramas produced by Gordon Duff and a 90-minute show produced by Leland Hayward. News commentators Chet Huntley and David Brinkley will appear on four NBC shows. ABC will carry five musicals, beginning with a Robert Saudek Associates show about an "Old-Fashioned Thanksgiving."

The season will open on NBC with a personality sketch of the present decade, "Sound of the Sixties," produced and written by Dore Schary. The schedule lists a variety of starting times and includes every day in the week for these specials with "something for everyone." The series will follow a 26-week run of Westinghouse Playhouse, a situation comedy starring Nanette Fabray, and a summer offering of 12 programs on Westinghouse Preview Theater. McCann-Erickson, New York, is the agency for these shows and also handles all corporate, "total electric home and appliance" commercials, except tv-radio and hi-fi equipment, which are handled by Grey Advertising, New York.

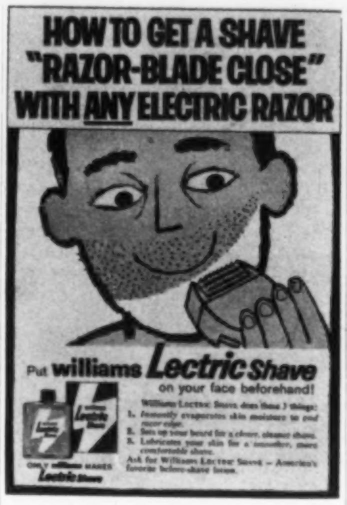
■ In 1960-'61, a corporate "Things We Know About Tomorrow" campaign was run in *The New Yorker*, dramatizing the future of electronic medicine, space exploration, solar-thermoelectric power, magnetohydrodynamics and astronuclear research. The campaign of full-color pages is still going. Another current corporate campaign is the "New from Westinghouse" series in newsweeklies, selling Westinghouse products by identifying the company closely with dramatic, newsworthy current events, such as the launching of the world's first atomic-powered aircraft carrier and the first Polaris missile firing.

■ Taking a large portion of Westinghouse ad expenditures is the major appliance division, which offers a broad line of products but is not the top seller in any of them. One of its strongest lines is refrigerators, which runs a solid third with a share of market estimated by AA at about 15%, behind General Electric with something over 20% and Frigidaire, with about 20%.

Other products include dryers, ranking third or fourth with 10%, and automatic washers, fourth or fifth with about 8%, behind Kenmore, which leads in both markets; electric ranges, fourth with 9% or 10%, well behind front-running GE; automatic dishwashers, fourth with 7% or 8% (GE is No. 1); television sets, about 4%, far behind Zenith, the leader.

The major appliance division, aiming to establish a unique "partnership" with dealers, last year created a National Dealer Council to give dealers representation at top planning meetings on products and promotions. Nine dealers, representing every type of retailer and every geographic region, held a series of three-day meetings with top division executives. Their initial session was concerned with product quality and service. Other meetings were devoted to promotions, finance, business management and market planning.

■ As part of the program, the division issued a "partnership pledge" with retailers, putting in writing Westinghouse pledges to dealers, including price protection, adequate financing, effective display and dependable service. This was followed by the largest ad ever placed in *Good Housekeeping*, a spread that included a 16-page booklet, used to tell a "quality" story for Westinghouse 1961 appliances.



TWO SIDES—*J. B. Williams ran page ads like this in the metropolitan edition of the Reader's Digest earlier this year. On the back was an ad for Williams' Conti Castile olive oil shampoo.*

Promotional emphasis for appliances in 1960-'61 continued to shift to individual markets rather than to heavy national campaigns. Local newspapers, television and radio were the chief media. The division used network tv and magazines to launch campaigns, but the brunt of the program was concentrated in the local media, which permitted broad use of dealer listings. The division announced its entry into the coin-operated dry cleaning business early in January.

■ New products highlighted the marketing activity of the Westinghouse portable appliance division, Mansfield, O. Pre-marketing in selected test markets and market-by-market introductions of new items were two forms of sales strategy used.

A portable electric greenhouse was introduced in January, following successful test programs in Columbus, Detroit and Nashville. New lines of irons and toasters were introduced, as well as a four-model line of single-brush rug cleaning scrubber-polishers.

A merchandising innovation that is now spreading through the small appliance industry was credited to the portable appliance division. Coupons in the magazine ads and on packages of items like Bisquick, Softasilk Cake Flour and Nestle's Chocolate offered cash rebates of from $3 to $5 on various Westinghouse portable appliances. The consumer merely encloses the coupon with the warranty card following purchase of the Westinghouse appliance, and the rebate is made. Dealers liked the plan, since they were able to sell the item at their regular price and were involved in no paperwork toward the rebate.

Another "first" for the division was a special line of products produced for sale door-to-door. A series of ads in *Life* using the regional editions for dealer listings will highlight the Christmas activity for the division.

■ During 1960, Westinghouse restyled the packaging for all of its major lines of household light bulbs, making novel use of color to identify bulbs of various wattage. Color is also used to distinguish between various groups of household bulbs and to embellish the premium lines.

Last year, the company introduced a new fluorescent lamp for the commercial market. The company said the lamp gives "the most light for the money," and produces 36% more light than standard daylight-type fluorescent lamps.

In its television and high-fidelity-stereo lines, Westinghouse introduced its Curio Chest Collection in four classic furniture styles—early American, traditional, provincial and contemporary. These cabinets have been especially designed to house any one of the company's 19-inch "Trendsetter" tv sets.

■ New Westinghouse products last year included a "Guardistor" motor with protection against burnouts, a new electric brake and the new "Voltrap," a voltage-limiting device to protect semi-conductor elements.

Westinghouse expanded its marketing effort in semiconductors in 1960 through the naming of more than 24 franchised nationwide distributors. The semiconductor department introduced the industry's first commercially available thermoelectric power generators.

Westinghouse advertising is headed by Roger H. Bolin, director of advertising. Reporting to him are three department managers: Drayton Heard Jr., manager of apparatus advertising; C. A. Boyles, manager of general products advertising, and E. W. Seay, manager of general advertising. J. A. Cunningham is assistant to the director of advertising.

■ Among the promotional highlights of 1960-'61 for Westinghouse:

• Last summer the company adopted a new trademark and logo designed by Paul Rand and including a semi-condensed Gothic type to reduce the length of the Westinghouse name in print.

• A campaign including business papers, direct mail and clinic-type customer meetings was launched last year for a new "Progressive Automation" program to assist industry in a step-by-step upgrading of automation practices as a means of relieving the cost-price squeeze on profits.

• In the electric utility industry, extensive business paper advertising is backing (1) Westinghouse equipment and engineering for automation of utility power plants, (2) the company's role in developing equipment and technology for high-voltage transmission of huge blocks of power which will be available for future power plants and (3) Westinghouse "leadership in atomic power generation." New product advertising in business papers will feature a new distribution transformer "LL-65" and new developments in gas turbines.

• The Total Electric Home program, beginning its third year, has now been adopted by 85 utilities and hundreds of home builders and has been a major factor in promotion of electric heating of homes. In the first two years of the program, the number of electrically heated homes has increased by 250,000. Today an estimated 10% of all new homes are electrically heated.

■ In the past year Daniel E. Blockover, former advertising manager of the Total Electric Home program, was named residential advertising manager, with responsibility for heating and cooling equipment, appliances and tv, lamps, etc.; Philip L. Rose, former retail creative supervisor, Bureau of Advertising, became advertising and sales promotion manager of Westinghouse appliance sales, and M. W. Winget, former general service manager of the elevator division, was named its marketing manager. Harry L. Niederauer, vp of Fuller & Smith & Ross, became manager of marketing services, lamp division, Bloomfield, N.J.

Fuller & Smith & Ross and Westinghouse came to a "reluctant but amicable" end of their 43-year relationship as $4,000,000 in billings, involving 15 divisions, went to Ketchum, MacLeod & Grove. Ketchum now has industrial and defense products, Westinghouse Broadcasting Co. and corporate print advertising. Consumer products advertising, billing about $35,000,000, is concentrated at McCann-Erickson and Grey Advertising Agency.

Westinghouse was one of many electrical companies jolted early this year by an anti-trust case that ended in 30-day jail sentences for seven top executives and suspended sentences for 27 others, and nearly $2,000,000 in fines on charges of price-fixing and in some cases bid-rigging. Westinghouse executives were among those with jail sentences, while fines on the company totaled $372,500 in 19 cases. The indictments were expected to have important effects on the marketing operations and pricing policies of Westinghouse and many other companies in the electrical and other fields.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 2,385,138	$ 2,212,259
Magazines	2,204,208	2,238,142
Farm Publications	183,996	193,890
Business Publications	2,600,000*	1,946,700
Network Television	8,825,165	5,166,205‡
Spot Television	314,520†	42,750
Total Measured	16,513,027	11,799,946
Total Unmeasured	21,486,973	27,200,054
Estimated Total Expenditure	38,000,000	39,000,000

*Includes $150,000 for Westinghouse Broadcasting.

†Includes $106,250 for distributors.

‡Reported by Publishers Information Bureau. But Westinghouse reported that actual total was $10,000,000 (which would adjust the unmeasured total to about $3,500,000).

PARENT COMPANY

Pittsburgh

MARKETING PERSONNEL

J. H. Jewell—vp in charge of marketing

Advertising

R. H. Bolin, director of advertising
E. W. Seay, manager of general advertising
Drayton Heard Jr., manager apparatus advertising
C. A. Boyles, manager general products advertising
J. A. Cunningham, assistant to director of advertising
E. P. Rentler, budget manager
A. C. Dunham, manager corporate advertising
W. H. Van Pelt, manager media and advertising research

ADVERTISING AGENCIES

Ketchum, MacLeod & Grove, Pittsburgh.
McCann-Erickson, New York.
Grey Advertising, New York.

APPARATUS PRODUCTS GROUP

MARKETING PERSONNEL

H. E. Robertson, marketing director, apparatus products

Advertising

Drayton Heard Jr., manager apparatus advertising
P. J. Bridwell, apparatus sales promotion manager
J. R. Mobley, manager electric utility products advertising
C. W. Van Eman, manager industrial products advertising

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Pittsburgh—H. V. Drane, vp and group manager; T. J. Farrahy, assistant group manager; W. F. Allison, vp and supervisor, corporate advertising (except tv) and defense advertising.

GENERAL PRODUCTS GROUP

MARKETING PERSONNEL

S. F. Davies, marketing director, general products

Advertising

C. A. Boyles, manager, general products advertising
W. M. Boylan—assistant manager, general products advertising
R. R. Shepherd—manager, distributor and public works advertising

While the headquarters advertising department serves all Westinghouse apparatus, and atomic power divisions, as well as one of the general products divisions (Small Motor), eight of the general products divisions have their own advertising departments. These eight divisions and their advertising managers are:

MICARTA DIVISION

Hampton, S. C.

J. T. McDonagh, advertising manager

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Pittsburgh—R. D. Rose, supervisor.

BRYANT ELECTRIC CO.

Bridgeport, Conn.

L. M. Brain, advertising manager

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, New York—M. S. Gibbons, vp and account supervisor.

STURTEVANT DIVISION

Hyde Park, Mass.

A. J. Pandiscio, advertising manager

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, New York—M. S. Gibbons, vp and account supervisor.

LIGHTING DIVISION

Cleveland

H. E. Newman, advertising manager

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Pittsburgh—R. D. Rose, supervisor.

ELEVATOR DIVISION

Jersey City

A. H. Monitto, advertising manager

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, New York—M. S. Gibbons, vp and account supervisor.

STANDARD CONTROL DIVISION

Beaver, Pa.

B. H. Murphy, advertising manager

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Pittsburgh—R. D. Rose, supervisor.

WEST-ING-ARC DIVISION

Buffalo, N. Y.

F. X. Neary, merchandising manager

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Pittsburgh—R. D. Rose, supervisor.

X-RAY & INDUSTRIAL ELECTRONICS DIVISION

Baltimore, Md.

C. H. Haskins, merchandising manager

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Pittsburgh—W. F. Allison, vp and account supervisor.

AIR CONDITIONING DIVISION

Staunton, Va.

D. Higgins, advertising manager

ADVERTISING AGENCY

McCann-Erickson, New York—William Mulvey, management service director.

DEFENSE PRODUCTS GROUP

MARKETING PERSONNEL

Advertising

E. W. Locke—director customer relations

AIR ARM DIVISION

Baltimore

A. F. Young Jr.,—staff assistant marketing department

ELECTRONICS DIVISION

Baltimore

T. J. Cawley, staff assistant marketing department

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Washington, D. C.—Robert I. Standish, account executive.

CONSUMER PRODUCTS GROUP

Pittsburgh

MARKETING PERSONNEL

W. W. Morris, director of marketing, Consumer Products Group

RESIDENTIAL MARKETING DEPARTMENT

W. H. Loeber, manager
D. E. Bockover, advertising manager

MAJOR APPLIANCE DIVISION

Columbus, O.

MARKETING PERSONNEL

Located at Columbus, O.

J. J. Anderson, manager of marketing
L. W. Newby, sales promotion and training manager, Westinghouse appliance sales
W. A. Douglass, manager, independent distributor sales, Westinghouse appliance sales

Located at Mansfield, O.

J. G. Baird, manager, special promotions
R. R. Lynch, manager, advertising and promotions
L. W. Smith, merchandising manager

PORTABLE APPLIANCE DIVISION

Mansfield, O.

MARKETING PERSONNEL

C. W. Paulson, marketing manager
W. H. Knoerr, advertising manager
W. M. Byrne, national sales manager

LAMP DIVISION

Bloomfield, N. J.

MARKETING PERSONNEL

C. E. Erb, marketing manager
J. E. Kempf, general sales manager

ELECTRONIC TUBE DIVISION

Elmira, N. Y.

MARKETING PERSONNEL

C. E. Ramich, manager, industrial tube sales
F. O'Kelly, manager, distributor product sales
F. H. Townsend, manager, entertainment equipment sales

TELEVISION-RADIO DIVISION

Metuchen, N. J.

MARKETING PERSONNEL

R. W. Johnson, advertising manager

SEMICONDUCTOR DEPARTMENT

Youngwood, Pa.

MARKETING PERSONNEL

L. L. Grant, manager of marketing
J. L. DeFazio, manager advertising and sales promotion

WESTINGHOUSE ELECTRIC SUPPLY CO.

Pittsburgh

MARKETING PERSONNEL

B. H. Boatner, president
F. E. Mefford, general sales manager

ADVERTISING AGENCIES

McCann-Erickson, New York—All consumer products, except television, stereo-fidelity instruments, phonographs and radio—William Mulvey, management service director.

Grey Advertising Agency, New York—television, stereo-fidelity instruments, phonographs and radio—H. F. Davis, account supervisor; Gilbert R. Kahn, account executive.

J. B. Williams Co.

	1960	1959
Sales	$ 25,000,000	$ 25,000,000
Earnings	3,000,000	3,000,000
Advertising	10,000,000	12,000,000

Note: All above totals estimated by AA

J. B. Williams Co., New York, the nation's 88th largest advertiser, is estimated by ADVERTISING AGE to have cut its advertising $2,000,000 to something like $10,000,000 in 1960. More than three quarters of its 1960 budget was devoted to television. Measured figures showed the company's network television expenditure at $7,600,000, a drop of $3,000,000 from 1959. Spot television measured expenditures declined $250,000; magazines dropped more than $10,000 to $5,535 and newspaper appropriations increased more than $200,000 to $542,388.

A year ago, the company reported to AA that in 1959 it had spent $11,300,000 on network television, $600,000 in spot television and radio, $700,000 in newspapers and $100,000 in magazines. This would have totaled $12,700,000. This year, it supplied no breakdown for 1960, beyond stating that $9,500,000 was spent on network television and total advertising was $11,500,000.

■ Williams is a private, family-owned enterprise and does not reveal sales or earnings. In 1959, the company's advertising vp testified under oath to a congressional investigating committee that sales were about $25,000,000 and its advertising budget about $10,000,000. The company's desire for secrecy is so strong that it is believed to have shied away at least once from "going public" because of what it would have to reveal about its operations in a stock prospectus.

Last month, acquisition of Landers, Frary & Clark was completed, for a payment of about $10,000,000. Landers, a 119-year-old Connecticut company, makes electrical and household appliances under the Universal and Handy Hannah DeLuxe trademarks, as well as Stanley vacuum bottles, Dazey appliances, Dorset-Rex compacts and lipstick cases. An electronics division does government contract work. Sales in 1960 were $44,851,529, on which the company lost $3,761,738. In 1959 there was a profit of $195,206 on sales of $43,975;514.

The latest purchase marks another radical change in a company which began business in 1935 as Serutan Co., headed by a publicity-fearful Matthew B. Rosenhaus. Additional proprietary items were added, including Geritol and Sominex, and the name was changed to Pharmaceuticals Inc.

In 1957, the J. B. Williams Co., originated in Connecticut in 1840, was bought for about $5,400,000 and made a subsidiary. Thus the Williams shaving product line (including Aqua Velva and Lectric Shave) and the Skol suntan, Conti and Kreml hair products, which Williams had bought in 1948, 1950 and 1952, respectively, were added to the Pharmaceuticals operations. Last year, Pharmaceuticals changed its name to the more prestigous (120-year-old) Williams name and divided into pharmaceuticals and toiletries divisions.

Also last year, Williams bought up M. R. Thompson Inc., a small pharmaceutical house making prenatal capsules, liquid aspirin and an antacid, and sold off its *Journal of Lifetime Living* to the American Assn. for Retired Persons, Washington.

Williams also owns its own Parkson Advertising, an outgrowth of the Edward Kletter & Associates agency.

■ The company's single largest selling product—most heavily advertised and No. 1 in its field—continues to be Geritol tonic. Measured media advertising was

NEW YORK CITY'S

First new luxury hotel in thirty years

The SUMMIT marks a renaissance of the Arts of Hospitality. On Manhattan's smart East Side, the hotel has 800 rooms and suites, with such unique features as combination bar-refrigerators, private dressing rooms and a telephone in **both** bedroom and bath. There are three specialty restaurants: The Gaucho Room, La Casa del Café, and The Carioca Lounge . . . and an in-hotel garage . . . Rates start at Fourteen Dollars a day for single rooms . . . Eighteen Dollars a day for twin-bedded rooms.

the SUMMIT
OF NEW YORK

EAST 51st STREET AT LEXINGTON AVENUE
PLaza 2-7000 • Robert Huyot, V. P. and Gen. Mgr.

LOEW'S HOTELS, INC • Preston Robert Tisch, Pres. • C. C. Philippe, Exec. V. P.

$2,880,000, more than triple the expenditure of its nearest competitor, Ironized Yeast. This was a probable budget drop of around $1,000,000 from 1959. Geritol sales are believed to be near the $10,000,000 mark with total advertising around $4,000,000. Sominex, with a measured budget of about $2,000,000, the same as 1959, is considered the leader in its field. Nearest competitors are probably Sleep-Eze and Nytol, each with ad budgets under $1,000,000. Sales of Sominex are estimated at about $4,000,000 and it is probably Williams' No. 2 product. Devarex, another Williams sedative, got a measured budget of $250,000 last year. Serutan, the laxative that started it all, had a measured budget of $635,000 and sales probably well over $1,000,000.

Measured media expenditures for the Williams shaving line appear to have dropped from the previous year to a total approaching $1,500,000, the bulk of it going for a repackaged Aqua Velva and Lectric Shave. Lectric Shave once had a solid 50% or more of the pre-shave lotion market, and it is still No. 1, but its current share Aqua Velva, once a leader, now is of market may have dropped. about No. 3 after Old Spice and Mennen. Williams shaving cream preparations, except for the mug soap, which is possibly the leader in that area, are near the very bottom in share of market (probably under 3%) and advertising dollars, and the company has spoken of giving this segment increased attention.

Kreml hair tonics and Conti shampoos do not have a significant share of market. Conti has been reformulated and lately has received increased newspaper and magazine advertising. Skol suntan preparations, once—but no longer—a leader, received no noteworthy advertising support last year in that expanding and increasingly competitive market.

■ Geritol breakfast vitamins were test marketed in April and appear to be doing well. Other test products are on the drawing boards. Williams said it would spent $5,000,000 in a fall program for the Landers, Frary & Clark products, and added this would give it the largest tv schedule of any housewares or appliance manufacturer. International operations, which were expanded recently, get about $1,000,000, mostly for the Williams toiletries line, through J. Walter Thompson Co.

The Parkson agency reported a $3,000,000 drop in its 1960 billings to $15,000,000. The agency added the Landers business from Grant, where it billed near the $1,000,000 mark in past years but since dropped considerably below. Ted Bergmann resigned as president to join Revlon Inc. and Edward Kletter, agency chairman, assumed his duties. Mr. Kletter holds the title of Williams advertising director as well.

With the Landers acquisition, several Landers executives moved to Parkson. Among them are U. Sykes Mozneck, former director of merchandising and advertising, now Landers account supervisor; Stephen Krykew, his assistant; copy chief Alexander W. Macy and art director Lee Cibley, who joined the Parkson copy and art groups.

■ Last year, George Abrams, former president of the Hudnut-DuBarry division of Warner-Lambert Pharmaceutical Co., joined as vp of creative marketing, a new post, and Leonard V. Colson succeeded Harold L. Grafer as director of marketing for the toiletries division. Two ad agencies were dropped as Canadian avdertising for Serutan went from Street & Finney to Parkson and the M. R. Thompson account left Burdick & Becker for Parkson, as agency of record, while retaining the Davis & Eng ethical ad agency as consultant.

WRIGLEY'S
DOUBLEMINT
CHEWING GUM
WRIGLEY'S
SPEARMINT
CHEWING GUM
WRIGLEY'S
JUICY FRUIT
CHEWING GUM

NEW PACKAGE—*In March, Wm. Wrigley Jr. Co. introduced a newly designed wrapper in which the tape opener has been changed from a plain band to a "spear" design.*

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 542,388	$ 324,452
Magazines	5,535	16,900
Spot Television	173,840	418,050
Network Television	7,629,626	10,658,987
Total Measured	8,351,389	11,418,389
Total Unmeasured	1,648,611	581,611
Estimated Total Expenditure	10,000,000	12,000,000

MARKETING PERSONNEL

Sales and Marketing

Harry Parness, vp and director of sales
Mrs. R. H. Morgan, assistant to the director of sales
George Abrams, vp, creative marketing
Fred Sands, director of marketing, pharmaceuticals division
Leonard V. Colson, director of marketing, toiletries division
Al Katz, director of marketing, Landers, Frary & Clark
Paul O'Connell, general sales manager, Landers, Frary & Clark
Benjamin Schneider, president, M. R. Thompson Inc.
Grant Stinchfield, sales promotion manager

Advertising

Edward Kletter, vp and director of advertising; chairman and president, Parkson Advertising
Philip Agisim, vp, Parkson Advertising

Public Relations

James H. Fitzgerald, director of public relations

ADVERTISING AGENCIES

Parkson Advertising, New York—Geritol, Geritol Jr., Serutan, Serutan Plus, Sominex, Zarumin, Devarex, R.D.X., Banarin, Aqua Velva, Lectric Shave, Williams shave creams, Conti shampoos, Kreml hair preparations, Skol suntan lotions and creams—Philip Agisim, account supervisor. Universal electric housewares, vacuum bottles, hardware, Universal-Dazey products, Universal Handy Hannah products—U. Sykes Mozneck, account supervisor, Stephen Krykew, assistant account supervisor.

J. Walter Thompson Co., New York—all Williams foreign advertising except Canada—Peter Dunham, account supervisor; J. Harden Rose, account executive.

Wm. Wrigley Jr. Co.

	1960	1959
Sales	$100,546,259	$92,568,331
Earnings	10,250,083	10,107,324
Advertising	12,000,000*	10,000,000

*Estimated by AA

Wm. Wrigley Jr. Co., Chicago, the nation's 75th largest advertiser, is estimated to have increased its advertising investment 20% to $12,000,000 in 1960.

In its stepped-up chewing gum campaign, Wrigley switched emphasis heavily to television, more than doubling its spot tv investment to $6,000,000 and entering network tv, where it spent $616,248. Spot radio was increased about 15% to an estimated $575,000. Newspapers were cut back more than $1,000,000 and outdoor by nearly that much, ending up with these totals: newspapers, $91,459; outdoor, $1,520,426. Magazine advertising rose 13% to $807,869.

Except for a slight dip caused by general recession conditions in 1958, Wrigley sales have shown a steady rise in recent years. The 1960 sales were 39.5% higher than in 1950. Profits have decreased 14.8% in the same ten years, but were still a husky 10.2% of sales in 1960.

In the first half of 1961, net sales rose to $51,783,267, compared with $49,533,516 in the first half of 1960. Net earnings increased to $5,610,486 in the first half of 1961, compared with $4,715,183 in the previous first half.

Wrigley does not disclose the sales and advertising percentages for its three major chewing gums—Wrigley's Spearmint, Doublemint and Juicy Fruit—but admits that they rank in that order. The company has another brand, P-K, which is not usually advertised. A 13-week test campaign using newspapers, radio and car cards was launched in June, 1959, and car card advertising for P-K was continued in New York until last March.

■ The company is the nation's largest chewing gum manufacturer and is estimated to have about 45% of the market, ahead of American Chicle with 25% and third-place Beech-Nut with 20%.

Wrigley boosted the wholesale price of its 20-package carton from 55¢ to 60¢ in April, 1960, with American Chicle and Beech-Nut following suit. The increase was the first for Wrigley since Oct. 26, 1917, when it increased its carton price from 52¢ to 55¢. Wrigley attributed its increase to a sharply stepped-up advertising budget in 1960.

Wrigley can boast about the price constancy of its package gum—it's been 5¢ since 1892, with the exception in the past year of a 6¢ price at some newsstands, airport and theater outlets.

More than 80% of Wrigley's advertising goes into measured media. Of the remainder, a big share goes into transportation advertising. Transportation advertising expenditures in 1960 were $1,200,000, a figure which the company said has remained fairly constant in the past four or five years.

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	$ 91,459	$ 1,444,073
Magazines	807,869	712,744
Spot Television	6,000,000*	2,749,420
Network Television	616,248	———
Outdoor	1,520,426	2,388,389
Spot Radio	**	500,000
Total Measured	9,036,002	7,794,626
Total Unmeasured	2,963,998	2,205,374
Estimated Total Expenditure	12,000,000	10,000,000

*Television Bureau of Advertising reported a gross figure, not allowing for discounts, of $7,810,220. The actual total was believed to be about $6,000,000, since TvB's is a gross total that does not allow for discounts.

**Not measured in 1960; spot radio expenditures in 1960 are believed to be about $575,000 and are included in the unmeasured total.

MARKETING PERSONNEL

Sales

Philip K. Wrigley, chairman of the board
William Wrigley, president
A. G. Atwater, sales vp
C. J. McCready, assistant to sales vp

District Sales Managers

H. J. Cook, assistant vp, New York
W. R. Eichele, Cleveland
F. P. Houck, Chicago
C. J. Hough, Atlanta
D. J. Clements, Dallas
W. C. Page, San Francisco

Advertising

Wrigley Offield, vp, advertising manager

ADVERTISING AGENCIES

Arthur Meyerhoff & Co., Chicago—Arthur Meyerhoff, Myron E. Chon and George A. Taylor, account supervisors.

Charles W. Wrigley Co., Chicago—outdoor—Melvin C. Keyser, account supervisor.

Frances Hooper Advertising Agency, Chicago—women's and educational markets—Frances Hooper, account supervisor.

Erwin Wasey, Ruthrauff & Ryan, Chicago—R. W. Metzger, account supervisor; Irene Small, account executive.

Eddy-Rucker-Nickels Co., Cambridge, Mass.—car cards—Frederick H. Nickels, account executive.

Len Carey Inc., Honolulu—Len Carey, account executive.

Goodwin Parham Barnette

22 YEARS TOGETHER—*John Paul Goodwin, president of Goodwin, Littman & Wingfield, Houston agency, hosted a luncheon for Mrs. O. J. Parham and her daughter, Mrs. L. Y. Barnette, president and vp respectively of O. J.'s Beauty Lotion Co., Shreveport, La. The celebration marked 22 years of association of the agency and its client.*

Information for Advertisers

"Marketing Cosmetics," a 56-page study of the cosmetics market in Western Europe, is available at $20 per copy from **Contimart**, Militarstrasse 76, Zurich.

• Population, effective buying income and sales figures of retail, radio homes, food, drug, automotive and farm in the **WMAZ** market are included in a new market study, "WMAZ of Macon," published by **Avery-Knodel Inc.**, 720 Fifth Ave., New York 19.

• "Peoria, 2nd Market, 4th State," including data on population, households, consumer spendable income and total retail sales, has been published by the **Peoria Journal-Star**, Peoria.

• The **Farm Journal**, Washington Sq., Philadelphia 5, has published a truck study, covering buying plans, and ownership.

• "Scientific Resources in the Washington, D.C. Area," a 72-page directory which includes a listing of federal government research facilities, has been published by **Metropolitan Washington Science Bureau**, 1616 K St., N.W., Washington 6. Copies are priced at $2 each.

• "1962 Market Data & Facts About the Hydrocarbon Processing Industry," including data on industry plant sites and capacities, equipment usage, purchasing patterns and sales approach, has been published by **Hydrocarbon Processing & Petroleum Refiner**, Gulf Publishing Co., Houston 1. #

ANPA Expands Want Ad Study

A classified advertising study initiated by the Research Institute of the American Newspaper Publishers Assn. has been expanded to 20 newspapers. The study, being conducted under the supervision of Collier Elliott & Associates, Garden City, N. Y., management consultant, covers these aspects of classified: Hiring and training of ad phone and street sales personnel; formulation of policies; processing follow-through in the classified department, composing room and accounting department; and management reports. Studies have been completed at two dailies—*Milwaukee Journal* and *Montreal Star*—and analysis of others will get under way shortly. It is expected that this phase will take several months, with a final report due around next Jan. 1. Newspapers may get information on how they may participate from F. W. Schaub, exec vp, Lindsay-Schaub Newspapers, Decatur, Ill.

Ames to 'Air Purchasing'

K. Lyman Ames has resigned from R. R. Donnelley & Sons, Chicago, to join *Air Purchasing & Traffic*, Chicago, as president and publisher. The new publication, with offices at 22 E. Huron, will be launched in November. Rates for a one-time b&w page are $1,200. Rates for a four-color page are an additional $400.

Robinson Adds Electronics Account; Names 3 to Staff

Eldred J. Robinson Advertising, Dallas, has been named to handle advertising for Hunt Electronics Co., new company formed at 2617 Andjon Dr., Dallas. R. K. Davis is marketing manager of the company. An ad program is being planned for fall.

Robinson also has named three to its staff. They are Alene Polvoght, formerly free-lance public relations counselor, an account executive; Dick Carlson, previously with Collins Radio Co., assistant account executive and Larry Brown, research assistant.

Van Deventer Joins Patterson

John H. Van Deventer has been named president of Patterson Publishing Co., Chicago, as Alice L. Patterson becomes board chairman. Mr. Van Deventer, formerly vp and general sales manager of Industrial Publications and its successor company, Cahners Publishing Co., also will be publisher of Patterson's *American Restaurant*. Wallace Patterson, exec vp, is publisher of *American Motel*.

Paul Joins Bundy

Howard M. Paul has joined the staff of Jack Bundy & Associates, Milwaukee agency. Mr. Paul was formerly with the *Milwaukee Journal* and WTMJ, Milwaukee.

August Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General Farm Publications

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960
Alabama Farmer: (mon)										
#North Edition	4.3	——	52.7	——	3,238	——	39,885	——	3,170	——
#South Edition	5.1	——	56.7	——	3,856	——	42,884	——	3,788	——
Average 2 Editions	4.7	——	54.7	——	3,547	——	41,385	——	3,479	——
†American Agriculturist (sm)	18.5	20.7	209.8	255.4	13,435	15,073	152,744	185,918	12,271	13,007
§Arizona Farmer-Ranchman (bw)	65.9	75.8	413.6	479.6	49,827	57,324	312,753	362,605	49,037	56,281
Arkansas Farmer: (mon)										
#Delta Edition	11.2	10.0	125.8	153.1	8,456	7,542	95,082	115,763	8,249	7,260
#Western Edition	6.6	8.1	89.0	133.0	4,985	6,152	67,300	100,541	4,778	5,850
Average 2 Editions	8.9	9.0	107.4	143.0	6,720	6,847	81,191	108,152	6,513	6,555
Business Farming (mon)	19.3	21.0	214.9	266.7	8,681	9,471	96,715	120,025	8,170	8,435
§California Farmer: (sm)										
Central Valley Edition	37.1	40.6	290.1	294.8	21,346	25,819	213,852	229,124	20,672	25,037
Northern & Comb. Edition	49.0	38.3	246.0	321.5	26,710	24,342	252,728	251,454	26,148	24,232
Southern Edition	35.7	35.3	280.7	277.6	19,440	22,429	202,546	215,769	18,644	21,647
Average 3 Editions	40.6	38.1	305.8	297.9	23,498	24,197	224,367	232,116	21,821	23,639
Colorado Rancher & Farmer (sm)	36.2	28.6	301.2	312.3	27,341	21,610	228,154	236,331	26,627	20,525
Dakota Farmer (sm)	34.8	35.6	336.7	444.6	27,272	27,942	264,014	348,595	26,447	27,486
‡Electricity on the Farm (mon)	——	15.4	58.5	79.6	——	5,301	18,278	27,468	——	——
The Farmer (sm)	87.4	82.7	663.7	682.9	68,501	64,859	520,341	535,393	64,818	61,114
Farmer-Stockman: (mon)										
#Oklahoma Edition	37.7	25.9	272.8	258.7	28,679	19,661	207,381	196,647	27,733	18,207
#Texas Edition	19.6	22.8	242.1	247.1	14,923	17,362	184,026	187,831	13,977	15,148
Average 2 Editions	28.9	24.4	257.5	252.9	21,801	18,512	195,704	192,239	20,855	16,678
Farm Journal: (mon)										
#Central Edition	53.2	59.9	625.0	673.2	22,815	25,704	268,134	288,785	21,940	24,776
#Eastern Edition	45.0	43.6	537.9	558.0	19,312	18,698	230,752	239,383	18,437	17,770
#Southeastern Edition	32.7	40.6	434.4	463.5	14,020	17,411	186,348	198,825	13,145	16,483
#Southwestern Edition	33.7	40.3	446.2	471.1	14,449	17,268	191,428	202,116	13,574	16,340
#Western Edition	49.5	50.3	539.4	569.6	21,242	21,557	231,396	244,373	20,367	20,629
Average 5 Editions	42.8	46.9	516.6	547.1	18,368	20,128	221,612	234,696	17,493	19,200
*Farm Quarterly (q)	100.7	87.2	311.2	299.4	46,523	40,286	143,774	138,323	45,735	39,705
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Edition	20.3	24.7	243.3	267.5	8,723	10,578	104,409	114,771	7,522	9,459
#Southwestern Edition	27.6	25.1	250.7	277.6	11,860	10,780	107,586	119,089	10,546	9,548
Average 2 Editions	23.2	24.8	246.3	271.4	9,946	10,656	105,646	116,452	8,701	9,494
Georgia Farmer: (mon)										
#North Edition	7.0	8.8	68.5	112.1	5,310	6,677	51,796	84,817	5,214	6,366
#South Edition	8.9	11.3	89.1	135.2	6,733	8,560	67,413	102,271	6,637	8,249
Average 2 Editions	8.0	10.1	78.8	123.7	6,022	7,619	59,605	93,544	5,925	7,307
Indiana Farmer (mon)	13.3	15.0	142.6	123.4	10,200	11,529	109,510	94,784	9,073	9,945
††§Kansas Farmer (sm)	26.7	21.9	310.5	264.3	20,492	16,801	238,525	202,987	18,803	15,701
‡‡Kentucky Farmer (mon)	12.0	17.2	106.3	151.6	9,340	13,215	81,612	116,440	8,745	11,730
Michigan Farmer (sm)	40.2	45.6	374.2	416.0	30,899	35,003	287,360	319,515	250,176	280,417
Mississippi Farmer: (mon)										
#Delta Edition	7.0	9.1	75.3	117.7	5,255	6,839	56,944	88,982	5,179	6,502
#Eastern Edition	3.6	7.2	50.5	96.2	2,708	5,487	38,164	72,769	2,632	5,150
Average 2 Editions	5.3	8.1	62.9	106.9	3,981	6,163	47,554	80,875	3,905	5,826
††§Missouri Ruralist (sm)	26.9	21.9	291.0	260.1	20,633	16,819	223,463	199,776	17,810	14,715
Montana Farmer-Stockman (sm)	38.0	38.2	401.3	450.0	28,710	28,877	303,340	340,214	21,696	23,856
Nebraska Farmer (sm)	91.4	84.3	665.0	666.9	69,072	63,742	502,797	504,392	64,480	59,955
**§New England Homestead (sm)	8.9	19.9	142.5	187.8	6,202	13,930	93,866	129,377	3,774	10,052
New Mexico Farm & Ranch (mon)	19.8	12.3	166.0	167.6	14,966	9,324	125,721	126,980	14,840	9,247
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	27.2	23.6	279.6	279.4	20,549	17,867	211,358	211,246	19,532	16,696
The Oregon Farmer	22.7	23.2	243.0	259.5	17,189	17,527	183,711	196,182	16,158	16,316
The Utah Farmer	27.3	19.4	271.1	265.9	20,618	14,672	204,924	201,052	19,537	13,520
The Washington Farmer	23.2	25.0	253.6	278.8	17,543	18,937	191,715	210,817	16,415	17,550
§Pennsylvania Farmer (sm)	20.0	23.8	332.3	342.8	15,369	18,243	255,233	263,296	12,754	15,468
Prairie Farmer: (sm)										
#Illinois Edition	105.1	100.8	774.7	759.6	76,484	73,371	563,983	553,018	67,581	64,178
#Indiana Edition	101.5	95.7	726.7	730.0	73,852	69,689	529,061	531,496	64,949	60,496
Average 2 Editions	103.2	98.3	736.9	744.9	75,168	71,530	536,519	542,257	66,265	62,337
Progressive Farmer: (mon)										
#Carolina-Va. Edition	41.1	43.0	513.4	581.1	27,918	29,251	349,105	395,141	26,716	27,777
#Ga.-Ala.-Fla. Edition	46.6	45.1	529.1	583.4	31,673	30,682	359,778	396,726	30,449	29,233
#Ky.-Tenn.-W. Va. Ed.	44.4	43.7	483.2	543.4	30,250	29,707	328,552	369,525	29,144	28,405
#Miss.-La.-Ark. Edition	44.5	44.6	494.2	536.6	30,241	30,313	336,038	364,868	29,105	28,958
#Texas Edition	45.6	45.2	490.3	556.6	31,043	30,726	333,418	378,531	29,814	29,278
Average 5 Editions	44.4	44.3	502.0	560.2	30,225	30,136	341,380	380,958	29,046	28,730
§Rural New-Yorker: (mon)										
New York-New England Ed.	10.6	11.8	141.1	152.0	8,106	9,009	107,652	116,098	6,359	6,633
Penn.-Jersey Farming Ed.	10.6	11.6	127.5	142.1	8,106	8,818	94,559	108,322	6,359	6,442
Southern Planter: (mon)										
#Va., W. Va., Md., Del. Ed.	11.6	19.2	173.1	190.8	8,101	13,440	121,268	133,558	7,828	13,142
#N. Car., S. Car., Ga. Ed.	11.0	16.0	135.6	164.3	7,667	11,825	94,894	114,921	7,394	11,527
Average 2 Editions	11.3	18.1	154.3	177.6	7,884	12,633	108,081	124,240	7,611	12,335
Successful Farming (mon)	47.3	53.8	518.4	595.3	21,282	24,208	233,292	267,889	——	——
‡‡Tennessee Farmer & Homemaker (mon)	8.7	14.3	72.5	112.9	6,691	11,242	55,692	88,482	6,382	10,465
Wallaces' Farmer (sm)	94.4	83.5	701.5	733.9	74,031	65,466	550,010	575,345	69,320	60,656
Western Crops & Farm Management (mon)	16.9	12.6	203.9	184.5	7,267	5,417	87,777	79,157	7,267	5,417
Western Farm Life: (sm)										
#Regular Edition	14.2	15.1	141.5	145.5	11,182	11,867	110,936	114,142	6,998	7,127
#Eastern Edition	22.4	19.3	183.4	188.1	17,621	15,208	143,859	147,509	13,437	10,468
Average 2 Editions	18.3	17.2	162.4	166.8	14,401	13,537	127,397	130,825	10,217	8,797
Wisconsin Agriculturist & Farmer (sm)	59.7	51.0	497.6	493.1	46,824	40,585	391,019	388,372	46,353	40,001
Wyoming Stockman-Farmer (mon)	48.5	47.5	384.3	356.4	38,010	35,840	301,294	272,440	26,721	30,734
Total Group	1,086.1	1,067.7	9,209.4	9,887.0	747,108	726,751	6,319,518	6,770,301	889,131	889,954

#Not included in totals. §Not included in totals; as August figures were unavailable as this issue went to press July figures are shown. †One issue August 1961; two issues August 1960. ‡July and August 1961 issues were combined. *Published quarterly in February, May, August and November. ††Changed from 760-line page to 768-line page January, 1961. ‡‡Changed from 784-line page to 768-line page January 1961. **One issue July 1961; two issues July 1960.

Newspaper-Distributed Farm Sections

Iowa Farm & Home Register (mon)	12.2	13.8	106.1	133.9	12,204	13,774	106,124	133,930	11,929	13,508
Texas Ranch & Farm (mon)	6.3	8.9	94.9	114.5	6,250	8,870	94,884	114,514	6,054	8,660
Total Group	18.5	22.7	201.0	248.4	18,454	22,644	201,008	248,444	17,983	22,168

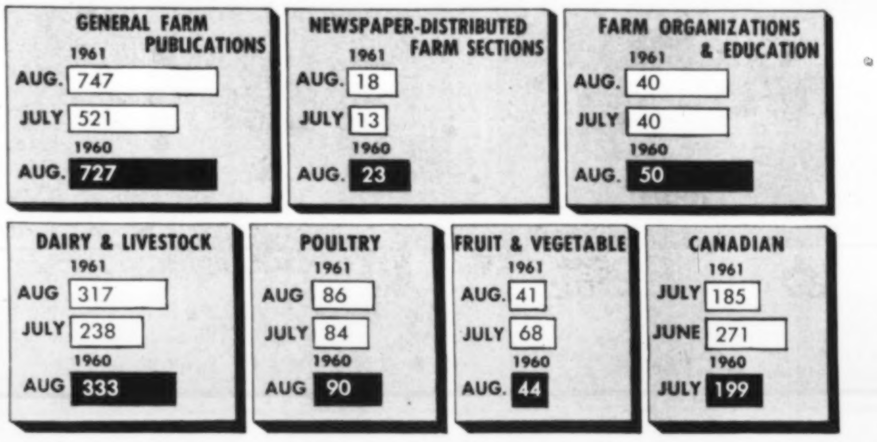
Farm Organizations and Education

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960
†Agricultural Leaders' Digest (mon)	——	——	49.2	51.9	——	——	21,172	22,341	2,933	2,965
Better Farming Methods: (mon)										
#Eastern Edition	9.6	16.7	139.8	163.6	4,137	7,161	59,959	70,168	4,137	7,161
#Central Edition	11.0	18.2	168.1	179.8	4,706	7,800	72,119	77,140	4,706	7,800
#Southern Edition	10.0	17.7	150.7	174.0	4,277	7,590	64,669	74,659	4,277	7,590
#Western Edition	9.6	17.7	128.4	164.7	4,137	7,590	55,085	70,653	4,137	7,590
Average 4 Editions	10.1	17.6	146.8	170.5	4,314	7,535	62,959	73,155	4,314	7,535
Buckeye Farm News (mon)	16.9	12.2	130.2	112.9	7,649	5,509	58,775	50,945	——	——
County Agent & Vo-Ag Teacher (mon)	12.8	17.3	165.5	194.3	5,502	7,416	70,986	83,354	5,502	7,416
§Iowa Farm Bureau Spokesman (w)	32.5	41.2	351.6	389.0	32,986	41,818	356,656	394,835	31,710	39,910
Michigan Farm News (mon)	1.7	2.7	20.1	17.8	3,848	6,116	46,814	41,336	3,528	5,728
Missouri Farmer (mon)	16.5	15.3	99.8	102.1	6,935	6,430	41,608	42,915	4,946	5,654
National 4-H News (mon)	10.6	11.8	108.8	146.4	4,452	4,977	45,727	61,488	4,452	4,977
National Future Farmer (bm)	15.7	26.6	105.2	139.1	6,745	11,612	45,427	60,380	6,745	11,612
*†Nation's Agriculture (mon)	——	——	35.4	41.9	——	——	15,182	17,971	1,304	1,372
§Washington Grange News: (sm)										
East Edition	14.2	10.2	94.7	95.8	15,428	11,046	102,956	103,555	15,148	10,640
West Edition	13.8	10.4	92.5	94.7	14,952	11,242	100,436	102,101	14,672	10,836
Average 2 Editions	14.0	10.3	93.6	95.3	15,190	11,144	101,741	103,228	14,910	10,738
Total Group	84.3	103.5	861.0	976.9	39,445	49,595	408,650	453,885	33,724	47,259

#Not included in totals. §Not included in totals; as August figures were unavailable as this issue went to press July figures are shown. †July and August issues combined. *Changed from 450-line page to 429-line page April 1961.

Farm Linage Trend

Figures in Thousands



Dairy & Livestock

†American Livestock Journal: (mon)										
National Edition	9.5	20.8	101.7	144.8	4,085	8,930	43,651	62,128	2,424	6,718
The Cattleman (mon)	131.5	130.6	731.5	744.9	55,227	54,852	307,221	312,962	14,123	12,366
‡§Corn Belt Farm Dailies: (d)										
The Drovers Journal, Chicago	51.4	48.0	198.4	211.4	110,835	103,478	427,830	455,782	21,252	20,623
The Drovers Telegram, Kansas City	59.0	50.7	191.9	193.7	127,135	109,336	413,752	417,549	35,413	22,252
The Stockman's Journal, Omaha	61.9	52.5	230.0	231.7	133,458	113,180	495,904	496,241	41,888	25,323
The Livestock Reporter, St. Louis	51.3	47.5	154.9	170.5	110,667	102,361	333,991	367,618	22,801	18,850
§Dairymen's League News (bw)	8.9	10.1	71.1	90.1	6,496	7,398	51,803	65,602	5,727	6,731
Feedlot (mon)	31.8	20.1	199.1	137.5	13,342	8,442	83,622	57,750	13,342	8,428
Florida Cattleman (mon)	64.4	62.7	528.5	588.6	27,068	26,341	221,973	247,231	19,882	18,480
Hoard's Dairyman (sm)	49.1	44.1	455.0	505.5	35,764	32,121	331,272	367,986	30,208	25,090
Livestock Breeder Journal (mon)	49.5	35.5	562.6	561.5	20,678	14,924	240,702	239,078	2,954	3,010
National Hog Farmer (mon)	20.1	22.6	194.5	188.8	20,403	22,939	197,409	191,632	19,580	22,887
National Livestock Producer (mon)	12.4	15.4	131.5	144.1	9,038	11,238	98,584	112,142	8,716	10,752
Western Dairy Journal (mon)	26.2	32.3	227.1	306.0	11,261	13,832	100,494	131,160	9,241	8,568
Western Livestock Journal: (mon)										
Mts. & Plains Edition	84.7	99.5	499.4	587.5	36,342	42,673	214,305	252,012	9,175	13,336
Pacific Slope Edition	195.6	225.7	785.5	830.3	83,930	96,839	337,071	356,190	13,807	19,279
§Western Livestock Reporter (w)	20.0	13.4	229.8	205.7	26,880	18,010	307,506	276,431	15,218	5,775
Total Group	674.8	709.3	4,416.4	3,909.2	317,138	333,131	2,176,304	2,330,271	143,452	148,914

#Not included in totals. §Not included in totals; as August figures were unavailable as this issue went to press July figures are shown. †Discontinued publication of regional edition August 1961. ‡Twenty issues July 1961; twenty-one issues July 1960.

Poultry

American Poultry Journal: (mon)										
#Egg Producer Eastern Edition	10.2	16.8	81.8	109.9	4,391	7,190	35,113	47,112	3,948	6,747
#Egg Producer Midwest Edition	11.2	19.4	84.0	125.4	4,820	8,341	36,024	53,779	4,377	7,898
#Egg Producer Pacific Edition	9.0	17.6	84.5	125.2	3,869	7,570	36,248	53,731	3,603	6,222
#Egg Producer Southern Edition	11.2	19.9	86.9	128.9	4,820	8,532	37,280	55,279	4,377	8,089
#Broiler Producer Edition	6.7	6.5	48.6	62.5	2,880	2,780	20,851	26,828	2,880	3,209
#Turkey Producer Edition	8.6	7.3	72.3	91.7	3,696	3,151	31,020	39,337	3,696	3,151
Average 6 Editions	9.5	14.6	76.4	107.3	4,079	6,261	32,756	46,011	3,814	5,886
Broiler Business (mon)	23.7	22.2	239.1	200.3	10,169	9,524	102,595	85,916	8,575	8,167
Broiler Industry (mon)	34.6	25.6	255.6	228.5	15,592	11,517	115,103	102,889	11,692	9,164
Everybodys Poultry Magazine (mon)	13.5	19.4	134.9	154.0	5,778	8,347	57,881	66,070	4,771	7,326
Georgia Poultry Times (w)	24.5	23.9	232.5	211.7	26,124	25,466	248,192	225,946	19,780	22,190
§The Poultryman: (w)										
Dixie Edition	11.7	13.1	125.9	95.8	12,648	14,176	136,547	103,936	6,093	7,937
National Edition	10.7	11.1	112.2	87.0	11,675	12,048	121,831	94,493	5,673	6,467
New England Edition	13.8	16.2	143.0	116.5	14,958	17,567	155,208	126,395	8,781	11,041
New Jersey Edition	12.7	14.3	135.6	134.1	13,867	15,507	147,181	145,472	7,718	9,520
Poultry Tribune: (mon)										
#Eastern Edition	30.3	35.3	266.4	281.6	12,992	15,137	114,276	120,826	11,098	13,416
#Midwest Edition	28.8	34.8	264.1	281.4	12,367	14,925	113,288	120,742	10,473	12,775
#Pacific Edition	40.0	46.9	331.7	352.0	17,157	20,125	142,318	150,994	13,510	16,106
#Southeast Edition	30.7	38.2	303.4	320.0	13,180	16,379	130,170	137,272	10,857	13,943
#Southwest Edition	25.8	33.0	249.5	275.3	11,068	14,166	107,029	118,096	8,821	12,302
Average 5 Editions	31.1	37.6	283.0	302.1	13,353	16,146	121,417	129,585	10,952	13,708
Turkey World: (mon)										
#Central Edition	26.1	29.7	349.7	317.1	11,207	12,737	150,000	136,024	8,623	10,432

(Continued on Page 188)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960
≠Eastern Edition	24.5	29.6	327.9	310.9	10,492	12,715	140,660	133,389	7,908	10,368
≠Western Edition	26.6	29.1	332.8	311.5	11,417	12,485	142,785	133,640	8,404	10,222
Average 3 Editions	25.7	29.5	336.8	313.2	11,039	12,646	144,482	134,352	8,312	10,341
Total Group	162.6	172.8	1,557.4	1,517.1	86,134	89,907	822,426	790,769	67,896	76,782

≠Not included in totals. §Not included in totals; as August figures were unavailable as this issue went to press July figures are shown.

Fruit & Vegetable

	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960
American Fruit Grower (mon)	10.2	12.0	239.2	291.2	4,403	5,196	103,344	125,818	3,874	4,751
American Vegetable Grower (mon)	13.3	13.7	227.2	237.4	5,736	5,924	98,131	102,546	5,435	5,654
California Citrograph (mon)	21.2	20.7	180.0	174.5	14,266	13,930	121,144	117,190	13,902	13,636
Florida Grower & Rancher (mon)	17.3	18.3	157.8	196.2	11,731	12,517	106,187	133,509	11,085	11,394
†Vegetable Growers Messenger (bm)	—	—	52.2	49.1	—	—	21,924	16,662	—	—
Western Fruit Grower (mon)	12.6	14.7	260.1	236.2	5,292	6,174	109,260	99,204	5,292	6,174
Total Group	74.6	79.4	1,116.5	1,184.6	41,428	43,741	559,990	594,929	39,588	41,609

†Published bi-monthly; cumulative figures shown are for July issues.

Canadian (July)

	Total Advertising, in Pages				Total Advertising, in Lines					
	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960	July 1961	July 1960
Le Bulletin des Agriculteurs (mon)	23.6	27.9	304.0	356.7	16,453	19,506	212,823	249,661	16,453	19,506
Country Guide (mon)	14.6	15.9	256.3	273.0	10,510	11,459	184,516	196,527	10,510	11,459
Family Herald (w)	43.4	36.1	491.5	494.3	42,346	35,257	479,253	481,997	26,678	19,660
Farmer's Advocate & Canadian Countryman (sm)	19.8	20.8	253.0	282.2	13,842	14,574	177,124	197,525	10,512	12,134
Free Press Prairie Farmer (w)	55.8	64.4	602.9	644.3	64,021	72,136	669,800	711,648	24,009	31,320
Western Producer (w)	35.5	42.8	410.4	456.9	37,963	45,767	439,078	488,839	19,810	22,655
Total Group	192.7	207.9	2,318.1	2,507.4	185,135	198,699	2,162,594	2,326,197	107,972	116,734

Coming Conventions

(Listed Alphabetically)

*Indicates first listing in this column.

Advertising Federation of America, regional conferences: 10th district, Tulsa Mayo Hotel, Tulsa, Sept. 22-24; 7th district, Jackson, Miss., Oct. 8-10; 3rd district, Jack Tar Hotel, Durham, N.C., Oct. 19-21; 2nd district, Hershey Inn, Hershey, Pa., Nov. 10-12; 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25.

Advertising Research Foundation, seventh annual conference, Hotel Commodore, New York, Oct. 3.

Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago, Sept. 11-17.

Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn., Oct. 16-17.

American Assn. of Advertising Agencies, central region meeting, Ambassador West Hotel, Chicago, Oct. 12-13; western region meeting, Hotel del Coronado, Coronado, California, Oct. 15-18, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

American Management Assn., workshop seminar on package design and merchandising, Hotel Astor, New York, Oct. 2-4.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Associated Business Publications, fall conference, Drake Hotel, Chicago, Oct. 18.

Assn. of National Advertisers, new products workshop, Waldorf Astoria, New York, Sept. 28.

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Virginia, Nov. 2-4.

Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago, Oct. 19-20.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York, Oct. 10-13.

Financial Public Relations Assn., 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

***Industrial Advertising Research Institute**, second annual research forums, Plaza Hotel, New York, Oct. 18, and Sheraton-Blackstone Hotel, Chicago, Oct. 25.

International Advertising Assn., fourth international conference, Madrid, Sept. 20-22.

Junior Panel Outdoor Advertising Assn., 11th annual convention, Sheraton Hotel, Chicago, Oct. 12-13.

Magazine Publishers Assn., fifth annual fall conference, Hotel Commodore, New York, Sept. 18-19.

Midwest Newspaper Advertising Executives Assn., bi-annual meeting, President Hotel, Kansas City, Mo., Sept. 9-11.

Mutual Advertising Agency Network, management meeting, Palmer House, Chicago, Oct. 26-28.

National Assn. of Broadcasters, regional conferences: Jefferson Hotel, St. Louis, Oct. 13; Sheraton-Dallas Hotel, Dallas, Oct. 16; Hotel Utah, Salt Lake City, Oct. 18; Sheraton Palace, San Francisco, Oct. 20; Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

National Assn. of Educational Broadcasters, annual convention, Willard Hotel, Washington, D. C., Oct. 23-26.

National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago, Oct. 12-14.

National Federation of Advertising Agencies, central states group, Lake Tower Motel, Chicago, Sept. 28-Oct. 1; eastern states group, Statler-Hilton Hotel, Washington, Oct. 7-8.

National Newspaper Promotion Assn., midwest regional meeting, Jack Tar Hotel, Lansing, Mich., Oct. 21-24.

New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston, Oct. 2-3.

Outdoor Advertising Assn. of America, annual meeting, Diplomat Hotel, Hollywood-By-The-Sea, Fla., Oct. 22-27.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17.

AWARD WINNING OFFICE—*The new office of J. G. Sullivan & Co., South Bend, is one of three winners of Modern Office Procedures' annual outstanding office awards. The agency won the award in the small-office class (10 employes or less). The picture shown here of Jack Sullivan, president, seated in his office, was on the cover of the August issue of the magazine, which also featured articles on the prize winning offices. The agency now occupies 1,900 sq. ft. Mr. Sullivan's office is 17'x14' and also doubles as a conference room.*

Mallis Adds Adams, Cooper Agency; Gets New Account

George L. Mallis Inc., Philadelphia, has absorbed Adams & Coopper with Robert E. Adams, president of the latter agency, becoming a vp of Mallis.

Mallis has also been named to handle advertising and promotion for Permaflex Products Co., Philadelphia, manufacturer of industrial flooring.

'BH&G' Plans Contest

Better Homes & Gardens will sponsor a year-long home improvement contest next year, with a top prize of $10,000 for the best project. Manufacturers who tie-in can offer merchandise awards, list helpful booklets, receive contest brochures for distribution, or tie in their distributive organization. This is the first time that *BH&G* has run the home improvement contest since 1956, when more than 135,000 people entered.

Independent TV Names Two

Will Tomlinson, formerly with United Artists Associated, has joined the western division sales staff in Hollywood of Independent Television Corp., tv distributor-producer. Jack Rhodes, previously district sales manager for Independent TV's central division, has been promoted to central division sales manager in Chicago, succeeding Carl Russell, who resigned.

Kahn Adds Guy Cari Account

A. D. Kahn Inc., Detroit, has been appointed to handle advertising and marketing for Guy Cari Inc., Taylor, Mich., a chain of beauty colleges and salons and cosmetic products manufacturer. A promotion campaign using radio, newspapers and other media has begun.

Monk Adds Brearley

Brearley Co., Rockford, Ill., manufacturer of Counselor bath scales, has appointed Howard H. Monk & Associates, Rockford, to handle its advertising. Cunningham & Walsh, Chicago, formerly handled the account.

Yugoslavs Name F. Gaynor

The Yugoslav State Tourist Office has appointed F. Gene Gaynor Advertising, New York, to handle its advertising and public relations in the U.S. The account, formerly with Kelly, Nason, billed only some $20,000 last year, but Mr. Gaynor said the program is being expanded. Mr. Gaynor, who formerly operated from his home in Roslyn Heights, has opened new offices at 232 Madison Ave.

Gibbons to Baltimore Press

O. Robert Gibbons, formerly product manager of the folding carton division of Olin, has been named director of the newly established marketing department of Lord Baltimore Press, New York. Mr. Gibbons will direct the activity of the new Creative Packaging Center, a joint project of Lord Baltimore Press and Muirison Label Co., both affiliates of International Paper Co.

Henolite to Wermen & Schorr

Henolite Products, Phoenixville, Pa., manufacturer of Dylite expandable polystyrene products, has appointed Wermen & Schorr, Philadelphia, to handle its advertising.

Microwave Adds Goss

Earl Goss has joined Microwave Components & Systems Corp., Monrovia, Cal., as sales promotion and advertising manager. Mr. Goss was formerly with Microwave Associates, Burlington, Mass.

'H&G's Building' Names Rep

House & Garden's Book of Building has appointed Good-Laidley-Hanna, New York, its advertising sales representative, effective with the spring-summer, 1962, edition.

Network TV Gross Time Billings

1960 vs. 1961

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	June			January-June		
	1960	1961	% Change	1960	1961	% Change
ABC	$11,948,700	$15,233,000	+27.5	$ 76,950,570	$ 94,636,040	+23.0
CBS	22,062,832	21,787,201	— 1.3	138,351,109	132,939,527	— 3.9
NBC	18,959,323	22,874,326	+20.6	120,992,398	136,293,905	+12.6
Total	$52,970,855	$59,894,527	+13.1	$336,294,077	$363,869,472	+ 8.2

MONTH BY MONTH—1961

	ABC	CBS	NBC	TOTAL
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,170	22,253,355	23,229,565	61,680,110
June	15,233,000	21,787,201	22,874,326	59,894,527

Parts of the Day

	June			January-June		
	1960	1961	% Change	1960	1961	% Change
Daytime	$15,844,295	$19,545,824	+23.4	$100,340,957	$121,247,708	+20.8
Mon.-Fri.	13,644,364	16,967,590	+24.4	82,841,803	102,034,395	+23.2
Sat.-Sun.	2,199,931	2,578,234	+17.2	17,499,154	19,213,313	+ 9.8
Nighttime	37,126,560	40,348,703	+ 8.7	235,953,120	242,621,764	+ 2.8
Total	$52,970,855	$59,894,527	+13.1	$336,294,077	$363,869,472	+ 8.2

Bub Push Grows in PennsylvaniaMarkets

JENKINTOWN, PA., Aug. 22—Bub Products Co. has extended its advertising into additional Pennsylvania markets in a fall campaign for Bub, children's bubble soap, using newspapers, tv and bus cards.

Bub Products is using newspapers for the first time. Advertising has been centered in tv commercials in this city.

The new campaign, launched in mid-August, is running in newspapers in Philadelphia, Lancaster, Harrisburg, York, Reading, Allentown, Wilkes-Barre and Scranton.

Thanks for the BUB, Mom!
BUB

Commercials will be seen on WCAU-TV, Philadelphia; WGAL-TV, Lancaster, and WNEP-TV, Wilkes-Barre/Scranton. The company will add additional cities to this schedule. In addition, 40 buses are carrying king-size posters in the Philadelphia area.

Ad copy stresses the mildness of Bub and the fact that it conquers "bathtime reluctance."

J. M. Korn & Son is the agency. ≠

Valentine-Radford Adds One

Valentine-Radford, Kansas City, Mo., has been named advertising agency for Jensen-Salsbery Laboratories, Kansas City, veterinary pharmaceutical supply house. The agency will produce professional journal ads, direct mail and point of purchase material. John Keays, Jensen-Salsbery advertising manager, recently joined the company from G. M. Basford Co., New York.

Jersey Daily Changes Name

The *Times*, Levittown, N. J., has changed its name to the *Burlington County Times*. The decision was based on the fact that 70% of the daily's 15,000 circulation was outside the Levittown development.

P&P Now Preprint Corp.

Preprint & Publishing Service, New York, which produces preprint hi-fi color ads for agencies and advertisers, has changed its name to Preprint Corp.

Sunday Is Big Day for Retail Ads, NRMA Finds

Department Store Sales in '60 Up 0.8%; Basement Units Showed Sales Dip

New York, Aug. 23—Department stores in the U. S. last year made their major investments for newspaper space in Sunday editions, reports the 1961 edition of "Departmental Merchandising & Operating Results," published today by the controllers' congress of National Retail Merchants Assn.

The Sunday investment averaged from 25% to 36% of the week's total linage. There was only one exception to the heavy Sunday advertising rule, among 496 department, specialty and branch stores surveyed. These stores racked up a combined sales volume of $4.76 billion in 1960.

Among stores which geared their ad schedules to a Thursday night opening, Sunday ads accounted for only 14.4% of the week's linage during the spring of 1960. The next most important days for newspaper ads were Thursday, with 17.7% of the week's total, and Friday, with 14.5%.

■ The impact of the open night system was apparent in the newspaper ad schedules, as newspaper linage reflected the selling day being promoted. Some 16% of stores kept open both Monday and Thursday nights. Next most popular night was Friday (15%), followed by Monday (13%).

In the following table, showing the distribution of weekly sales and linage during spring 1960, newspaper linage represents the selling day promoted, except for Sunday ads, and does not indicate the day on which the ads appeared. Thus, an ad placed in a Wednesday afternoon and/or Thursday morning newspaper is considered as Thursday linage:

	Stores Open Thursday Nights		Stores Open Friday Nights	
	Sales	Linage	Sales	Linage
Sunday	—	24.2%	—	14.4%
Monday	14.7%	3.6	15.1%	13.1
Tuesday	12.8	11.2	15.2	12.5
Wednesday	12.9	14.9	12.1	11.3
Thursday	21.3	25.2	11.5	22.4
Friday	12.9	8.4	20.6	21.4
Saturday	25.4	12.5	25.5	4.9
	100%	100%	100%	100%

■ The report indicated that, across the country, Saturday continues to be the biggest volume day, accounting for nearly 25% of the week's volume during the spring.

"An interesting shift" in branch stores' advertising practice was noted. Ads for Saturday and Monday selling were cut back drastically in the fall, while outlays for Wednesday and Thursday were increased sharply.

"There was no significant shift in daily branch stores' sales patterns to account for this change," the report says. Branch stores' weekly linage as a percentage of the week's total was distributed this way:

	Spring	Fall
Monday	13.3%	7.7%
Tuesday	8.2	7.7
Wednesday ..	10.2	16.4
Thursday	15.2	23.1
Friday	12.0	12.0
Saturday	16.1	7.2
Sunday	25.0	25.9

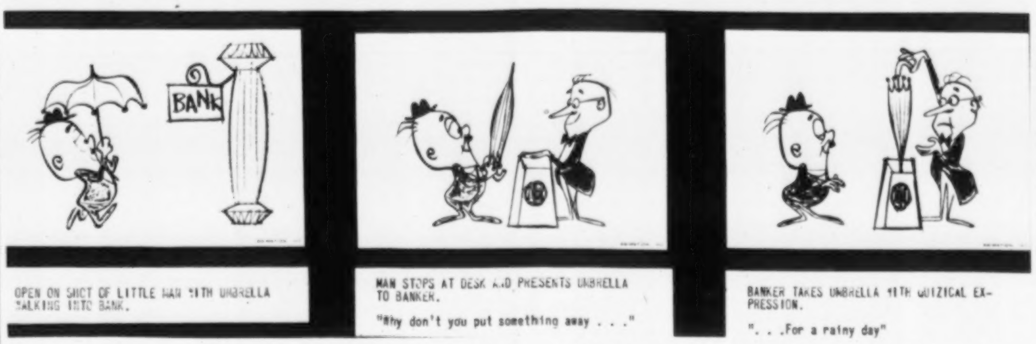
■ Other points from the report:

- Department store sales were at a record high, but only 0.8% above the 1959 total.
- Volume was up for the upstairs stores, but down for the basements. Principal losses were registered among the home furnishings departments, while radio, tv, and hi-fi were the only departments in this group achieving volume increases.

"It has been generally assumed that basement departments will do better than their upstairs counterparts during periods of adverse economic conditions. This, however, was not true of 1960. Despite the recession, the volume in the upstairs stores showed a slight increase, while total basement departments' sales were off 3%," says the report.

- Christmas season sales accounted for 17.5% of the 1960 total volume, a distinct increase over the 16.9% in 1959.

■ The report is available to NRMA members at $10 per copy, to non-retailers at $15, and to non-NRMA retailers at $22.50. #


BANK
OPEN ON SHOT OF LITTLE MAN WITH UMBRELLA WALKING INTO BANK.
MAN STOPS AT DESK AND PRESENTS UMBRELLA TO BANKER.
"Why don't you put something away . . ."
BANKER TAKES UMBRELLA WITH QUIZZICAL EXPRESSION.
". . .For a rainy day"

BANK NOTES—*This is a sample storyboard of one of a series of television spot commercials currently being broadcast by local banks in more than 40 markets around the U.S. The series was developed by Animation Inc., Hollywood, for syndication by its sales arm, Advantage Film Sales.*

Surprise! Homer Production of Maris, Mantle Is Top News for Boys, Reports 'Boys' Life'

New York, Aug. 22—The fence busting that Roger Maris and Mickey Mantle are doing these days has the No. 1 interest of the nation's small fry, according to a survey just released by *Boys' Life*.

The magazine reported baseball as still the "favorite" sport of boys, based on the 32% who ranked it tops. Football ran second, with 15.4%, and basketball and fishing tied for third, with 10.9% each.

On the other hand, 76% of the boys said they participated in football, 73.9% in basketball, and 50.6% in bowling. Asked, "If you were given $15 now to buy a piece of sports equipment, what would you buy?" 26.4% said fishing gear, 25.5% said baseball equipment, and 9.3% said skin diving outfits.

There were 57.5% who indicated they like to see sporting goods named after sports figures (e.g., baseball gloves) and 49.1% who definitely think brand names help them decide a purchase. Of these, 65.4% said they usually buy sports equipment in a sporting goods store; 17.1% said in a hardware store; 13.4% in a department store. When it came to rod and reel buys, 21.7% of the youngsters told *Boys' Life* they pick them out "by myself"; 22.5% said, "My father gave me this"; and 45.6% chalked them up to gifts.

■ *Boys' Life* collaborated on the survey with Creative Research Services, a marketing and research company. It sent out 1,443 mailings in two batches, and worked up results from a total of 719 completed questionnaires.

Copies are available from the magazine at 2 Park Ave., New York. #

Hercules Powder Sets Drive

Hercules Powder Co., Wilmington, Del., has planned a $9,000 fall campaign to promote UN-32, its new liquid fertilizer, to western farmers. B&w pages will run during the September-November drive in *Arizona Farmer Agrichemical West, California Farmer, Oregon Farmer* and *Washington Farmer*. A radio program on KFRE, Fresno, Cal., and 560-line insertions in California Central Valley newspapers are also planned in the campaign, which is being handled by Fuller & Smith & Ross, San Francisco.

Davis Appoints Baxter

J. D. Davis Co., Minneapolis, designer and manufacturer of wall accessories, has appointed William L. Baxter Advertising, Minneapolis, to handle its advertising.

Auto Suppliers Set Advertising Standards

Automotive Air Conditioning Assn., Dallas, has set forth seven "don'ts" for advertising in a statement of policy which is backed by 11 manufacturers of custom automotive air conditioning equipment and 24 component manufacturers.

Not condoned by the association are (1) false statements, (2) misrepresentation in writing or in pictures, (3) offensive statements, (4) pointing up weaknesses of one or two products as typical of all, (5) misleading prices or "price" advertising, (6) pseudo-scientific advertising and claims, and (7) non-authentic testimonials.

Warner Boosts Marchese; Buys Plastic Artisans

Warner Bros. Co., packing division, Bridgeport, Conn., has appointed Frank J. Marchese director of marketing and sales. Mr. Marchese was formerly sales manager of the company, maker of women's undergarments.

Warner Bros. has purchased Plastic Artisans, Port Chester, N.Y., a plastics manufacturing company. Plastic Artisans will retain its present personnel and will remain in Port Chester.

Malcolm-Howard Adds Two

Malcolm-Howard Advertising Agency, Chicago, has been named to handle advertising for Chicago Photo Finishers Assn. The association is made up of 11 photo finishers handling film processing and developing for more than 3,500 independent drug and camera stores in the Chicago area. Malcolm-Howard also has been named to handle advertising for the Chicago Packers, National Basketball Assn. entry. For the first time in many years, Chicago is represented in professional basketball.

Hoffman Leaves Agency

Robert P. Hoffman has resigned as president of Garfield, Hoffman & Conner, San Francisco, to head Public Relations Counselors, which formerly operated as an affiliate of the agency. The new Public Relations Counselors, now at 68 Post St., will handle both advertising and pr. Richard K. Arnold, formerly copy director of Guild, Bascom & Bonfigli, has joined PR Counselors as exec vp. Ted Palmer remains a vp.

Two Join 'Sports Illustrated'

Lawrence F. Finn has joined the Detroit office of *Sports Illustrated*. He formerly was advertising manager of the Detroit office of *TV Guide*. *Sports Illustrated* also has named Beatrice K. Tolleris circulation promotion manager in New York, succeeding Joan Throckmorton, who resigned. Mrs. Tolleris joined Time Inc. in 1949 and was most recently with the circulation and promotion departments of *Time*.

INTERNATIONAL SHOE COMPANY
WORLD'S LARGEST SHOE MANUFACTURER
200 Consecutive Dividends

SHOE DISPLAY—*International Shoe Co., St. Louis, is using this display for six of its divisions in investment house windows. Henry H. Rand, president, introduced the display when it made its initial appearance in investment houses in Detroit, New York, Philadelphia, St. Louis and Schenectady during July. The exhibit will be viewed in 72 cities in eastern U.S. for the next year.*

THE BIG 5th
EL PASO, TEX.

BOTTLES UP A POTENT MARKET!

The Southern New Mexico-West Texas-Juarez, Old Mexico, trading area ranks well within the nation's **TOP FIFTY MARKETS,** and here's how! Take El Paso, big 5th city of Texas . . . blend with 750,950 population, half a billion dollars in retail sales, and better than three-quarters of a billion effective buying income . . . and you've got the Big 5th, a potent pick-me-up for sales. El Paso Broadcasters provide 100-proof coverage of the Big 5th . . . El Paso, Texas.

EL PASO BROADCASTERS:
XEJ-TV / XEJ
XELO / KELP-TV
KELP / KHEY
KIZZ / KROD-TV
KROD / KSET
KTSM-TV / KTSM

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Creative Workshop Participants Happy Over Experience; Seek Tapes of Discussions

To the Editor: Congratulations on the success of the fourth annual Creative Workshop. Being one of the participants, I would like to express my sincere appreciation for having had the opportunity of attending this worth while event. In talking with other participants, it was evident that everyone was very pleased with the Workshop. I am sure we are all better advertising people for having attended.

It was announced at the Workshop that tapes of all discussions would be available. Chesapeake Advertising is interested in a tape of the speech by Marion Harper Jr.

We are making tentative plans for playing this tape at a future meeting of the Advertising Club of Norfolk . . . Thank you again for the fourth annual Workshop. We are looking forward to the next one.

E. D. Cummings,
Chesapeake Advertising, Norfolk, Va.

A series of eight tape recordings, each about two hours long, has been made embracing most sessions of the fourth annual Workshop. The speech of Marion Harper Jr., for example, appears on a single tape along with the presentations of Leo Burnett and William Bernbach.

Detailed information on the tapes, as well as order blanks, are available on request from ADVERTISING AGE, *200 E. Illinois St., Chicago 11, Ill.*

•

To the Editor: The effects of your Summer Workshop are far reaching. Upon my return I reviewed most of the sessions with my key employes, the result being that we threw out one finished campaign and created an entirely new concept for presentation to the client.

The campaign was accepted enthusiastically by the client, okayed in its entirety and they indicated this was the brightest advertising that they have had in the eight years they have been in business. This, by the way, is a new account for us . . .

Thanks, once again, for four days that will make this agency a top agency in Buffalo.

C. A. Stahlka,
Clayton A. Stahlka Advertising Co., Buffalo, N.Y.

•

To the Editor: The Workshop was great. Coming from a small agency in a small town, I can say without question, that my attendance will greatly benefit our agency.

At one of the meetings, you mentioned that some tapes of the speeches were available. Is the Stan Freberg speech available? If it is, I would like to order the tape of this speech.

William A. Leslie,
Leslie Advertising Agency, Greenville, S.C.

•

To the Editor: I want you to know how much Jo Ann Kopecky and I enjoyed participating in your Creative Workshop. We met a number of interesting people, and brought back with us a world of information, and the inner enthusiasm to do a more thorough creative job for all our clients . . .

I was disappointed to note that only three agencies were represented from the state of Texas . . . I believe we can change this picture and secure for the fifth annual Workshop a good representation from Houston. We can awaken the proper interest in Houston by playing tapes of the sessions at a series of scheduled meetings at the Houston Advertising Club . . .

Richard L. Minns,
President, Richard L. Minns Advertising, Houston, Tex.

•

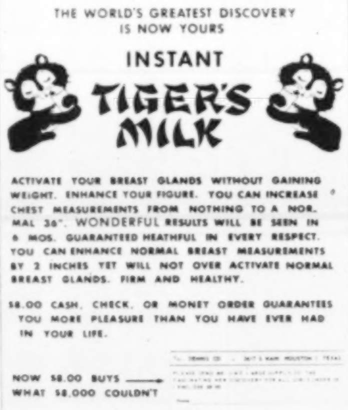
To the Editor: Having attended and been very much impressed with your excellent 1961 ADVERTISING AGE Workshop, may I take this opportunity of congratulating your organization on a very valuable contribution to our industry . . .

John Blundeil,
Creative Director, Brown, Mitchell & Wright Ltd., Vancouver, B.C.

• • •

Ad Would Be Difficult to Explain to a Child

To the Editor: Enclosed is what I consider one of the classic examples of "ads we can do without." This disgusting piece of work was placed within its sealed envelope bearing the originating company's name and address, and "the world's greatest discovery for girls under 38," and then attached to windshield wipers on cars parked in the Philadelphia Transportation Co.'s public parking lot.



THE WORLD'S GREATEST DISCOVERY IS NOW YOURS

INSTANT

TIGER'S MILK

ACTIVATE YOUR BREAST GLANDS WITHOUT GAINING WEIGHT. ENHANCE YOUR FIGURE. YOU CAN INCREASE CHEST MEASUREMENTS FROM NOTHING TO A NORMAL 36". WONDERFUL RESULTS WILL BE SEEN IN 6 MOS. GUARANTEED HEATHFUL IN EVERY RESPECT. YOU CAN ENHANCE NORMAL BREAST MEASUREMENTS BY 2 INCHES YET WILL NOT OVER ACTIVATE NORMAL BREAST GLANDS. FIRM AND HEALTHY.

$8.00 CASH, CHECK, OR MONEY ORDER GUARANTEES YOU MORE PLEASURE THAN YOU HAVE EVER HAD IN YOUR LIFE.

NOW $8.00 BUYS →
WHAT $8,000 COULDN'T

Try explaining an ad like this to a child.

I have no idea what the Dennis Co.'s "greatest discovery" is, but I'll bet in just a matter of time we'll all be able to mail our gland's secretions and receive "expert" medical analysis.

At any rate, this is the kind of advertising that quickly blackens all the honest efforts and hours of sincere advertising people everywhere.

Larry Nightingale,
Advertising Manager, S. Bolder & Co., Philadelphia.

• • •

Ads More Effective If Adman Studies His Client's Business

To the Editor: I agree with William Bernbach that, "It's more vital for an adman to know ads than client's business" as reported in your Aug. 14 issue.

However, I believe that the more blood, sweat and tears an agency (especially the creative department) puts into learning about a client's products and markets, the more effective will be their creative efforts.

I think that some agencies' absorption with the client's business and "the marketing plan" in all its beautiful details and tables, etc., has made them forget or downgrade the importance of their creative efforts, which, of course, is deplorable.

On the other hand, creative effort without knowledge and depth is likely to be superficial and of low effectivity.

The magical ingredient that makes some advertisements great is usually the result of intensive study by a good creative mind of all available information.

Larry Ross,
Account Executive, Cockfield, Brown & Co., Montreal.

• • •

Feels Agencies Should Back Harris Claim on Cuban Property

To the Editor: Although I have no personal interest in Harris & Co., a Miami advertising agency, I have followed with great admiration their determined and partly successful efforts to obtain nearly half a million dollars owed them by the Cuban government, after Castro and his Communist cohorts had welshed on payment due the Florida agency for advertising services.

At this writing, Harris & Co. has impounded a $50,000 Cuban patrol boat (taken by refugees to Key West) to satisfy part of Castro's unpaid bill. However, the U.S. government insists on returning this craft to Cuba, despite the Harris claim. If there is a diplomatic reason for such action, our government should itself reimburse the Miami agency for depriving them of satisfaction in this case.

I believe that all American advertising agencies and publications in this field should strongly back Harris & Co. in their justified claims—for you never can tell who'll be next to need such unified help.

Allen Glasser,
Production Manager, Cantor Publications, New York.

As reported by Advertising Age on Aug. 21, Harris consented to the boat's being returned after discussions with the State Department, saying, "We recognize the paramount responsibility we have as American citizens and in an effort to demonstrate national unity, we are relinquishing our equity in the Cuban gunboat . . ."

• • •

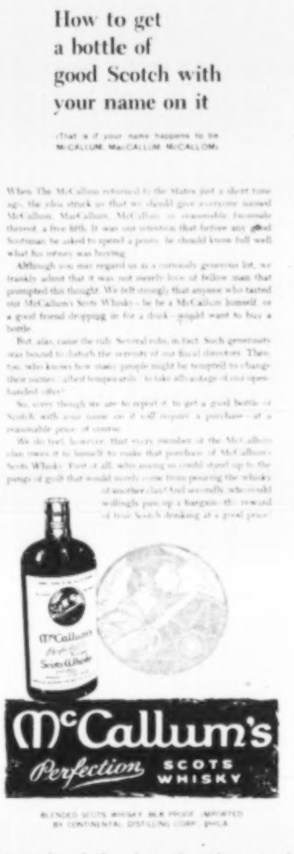
McCallum's Scotch Made Offer Similar to MacLaren's Cheese

To the Editor: A couple of years ago, our agency, Ellington & Co., produced an ad for McCallum's Perfection Scots whisky asking the McCallums of America, and those with like-sounding names, to welcome with an appropriate toast the return of this fine light Scotch to these shores. The ad was headlined: "If your name is McCallum, MacCallum, McCallom, or reasonable facsimile thereof, . . ." A subsequent ad appearing shortly after said: "When the McCallum returned to the states, the idea struck us that we should give everyone named McCallum, MacCallum, or McCallom, or reasonable facsimile hereof, a free fifth. But . . . such generosity was bound to disturb the serenity of our fiscal directors. Then, too, we know how many people might be tempted to change their names (albeit temporarily) to take advantage of our open-handed offer. So, sorry though we are to report it, to get a good bottle of Scotch with your name on it will require a purchase—at a reasonable price, of course."

We thought it a fine idea and a unique attention getting approach to Scotch fanciers of any name.

Apparently we are no longer alone in this thought, as witness the enclosed advertisement (*Holiday*, August issue), produced for Kraft in behalf of MacLaren's Imperial Club cheddar cheese. The headline reads: "If your name is MacLaren, or Maclaren, or McLaren, we have a gift for you." Copy in the ad says: "We wish we could afford to give a good, generous sample to every true cheddar lover, but . . ."

If we rule out the possibility of coincidence as requiring too great a stretch of the imagination, we're left with the comforting—though not particularly rewarding—thought that "imitation is the sincerest form of flattery."



How to get
a bottle of
good Scotch with
your name on it

(That is if your name happens to be McCALLUM, MacCALLUM, McCALLOM)

McCallum's Perfection SCOTS WHISKY

BLENDED SCOTS WHISKY. 86.8 PROOF. IMPORTED BY CONTINENTAL DISTILLING CORP., PHILA.

All of us involved at Continental Distilling Co., importer of McCallum, are inclined to accept this *fait accompli* with resigned good nature, and even a touch of generosity. In this spirit we suggest that all companies with Scotch-sounding names—whether they deal in whiskies, or fabrics, or services, or whatever—get into the act. Let them devise various combinations of their names and call for a gathering of the clan for a wee spot of celebrating. Naturally, with McCallum's Scotch.

John J. Schwed,
Advertising Manager, Continental Distilling Corp., Philadelphia.

• • •

Freberg Cheered and Blasted for Attack on Reeves

To the Editor: I am delighted to note in the Aug. 7 issue of AA that you have given a good deal of space to Stan Freberg as he "removes some of the hide" from one Rosser Reeves.

Possibly you will recall my sending you earlier this year my one remaining copy of an address (very critical) which I delivered to an advertising group in Colorado Springs in 1924 . . .

Today the cheating, the lying, the trickery of so much advertising differs from that of 1924 only in the subtle way it is done today as compared to the blunt, brutal techniques of 1924.

It is a delight to me to see a "name" such as Freberg given valuable space in which to point the finger at the "blood and guts" method of the Reeves' school.

Quite frankly, I have been unhappy over the somewhat timid way the advertising trade journals have handled the widespread evils rampant in so much current advertising. Maybe this lengthy quoting of Freberg means that AA, at least, has decided to "take off the gloves" and land some heavy punches at the widespread dishonesty so prevalent today; and so damaging to the effective functioning of that all-important element in our economy: Advertising.

Reeves and his school will sell a lot of intestinal medicines with their "let's sell it, to hell with how we do it" method—and, unless checked, they will continue to drag advertising further down into the realm of unbelievability.

If you gentlemen, wielding the editorial pens on the advertising trade press, should fail to take a hard look at advertising's current weakness and blast hard and often, then who will do it?—the Feds? Heaven forbid.

Jack Cahill,
San Anselmo, Cal.

•

To the Editor: As a regular and avid reader of your fine publication, I was appalled to see the report of Stan Freberg's monologue at the AA Workshop last week.

Personally, I find Mr. Freberg much more entertaining when he spoofs calypso music or rock and roll, than when he attempts to attack the advertising business or its practitioners. This is undoubtedly because his knowledge of calypso music is surely greater by far than his knowledge of advertising.

Since Mr. Freberg is not an advertising professional by any stretch of the imagination, I find his criticism of one of America's outstanding admen extremely hard to justify.

Moreover, and perhaps even more important, I feel that it is a very sorry state that a trade publication of the stature of ADVERTISING AGE would print such gibberish.

Before he asserts anything about advertising, I, for one, would like to see Mr. Freberg's credentials. The production of a few radio and television commercials which may or may not have been successful in a competitive marketing situation, can hardly be accepted as proof that Mr. Freberg is the new oracle of advertising.

I would be interested to see Mr. Freberg's theories in action in a true competitive test with Mr. Reeves. Perhaps some day Mr. Freberg will work on the Bayer aspirin or Bufferin accounts, and then we will see.

It has always been a problem in this business that the self-styled experts who know the least about advertising always have the most to say.

William E. Hooper,
Account Executive, M. Belmont Ver Standig Inc., Washington.

• • •

Rocker Ad Rocked Sales for Abraham & Straus

To the Editor: I wouldn't presume to say Clyde Bedell is off his rocker, but I am afraid the point of the Abraham & Straus rocker ad eluded him.

It would have been massive lily gilding to attempt to sell customers on the virtues of rocking with prose such as "Rocking's good for the disposition" etc., etc., as he suggested in his July 31 column. For Dr. Edith Travell did the job so much better the very day before our ad was published. In fact, that was what triggered the ad. The rocker advertisement followed immediately upon the heels of the first announcement to a startled world that JFK partook of a rock now and again. The headline tells the story: "*Rockers* to rock practically everybody from tots to chief executives."

We used the newsbreak to run what we believed was a timely, provocative ad which at the same time pointed up a moral we never tire of emphasizing—that A&S has a wide assortment of merchandise in depth. It did, indeed prove provocative, provoking, among other happy reactions, a feature story in *Life* on A&S rockers. It also, I might add, provoked rocker sales.

William Tobey,
Vice-President and Sales Promotion Manager, Abraham & Straus, Brooklyn.

• • •

Large Group of Judges Offers Objectivity on TV Commercials

To the Editor: Don Nathanson, in his article on the 1961 American TV Commercials Festival Awards [AA, Aug. 14] flogs a very much alive horse. Had we judges been asked to compile a formal list of our objective award criteria, it would have been much like his.

Now, everyone in this business has his own set of commercial favorites and bugaboos ... even a judge; even Mr. Nathanson. But our unusually large and varied group of judges insured a democratic approach—even if delicate questions of taste occasionally had to be resolved by simply counting heads.

If anyone knows a better way, let him go to it. The principle of one man's sell being another man's poison operates in tv commercials as everywhere else

What Mr. Nathanson's letter proves is that the festival is rapidly emerging as a significant public face of our industry—worthy of intelligent comment from *Time* to *The New Yorker*. Comments like his insure it will stay on the right track.

Lincoln Diamant,
Vice-President, Tv-Radio, Daniel & Charles, New York.

• • •

Many Lay Claim to Coining the Term 'Badvertising'

To the Editor: This is a friendly warning to Charles R. Force who, in your issue of Aug. 7, offered "badvertising" as a suggested label for undesirable advertising.

Although he doesn't claim ownership for the term, I'll bet by this time Mr. Force has been accused of everything from plagiarism to grand larceny.

We used this word in a headline for our client, the *Wall Street Journal*, about a year ago. A number of admen and laymen, including several AA readers, each indignantly shrieked that *he* had coined the word as long as 10, 15 and even 20 years ago.

Martin K. Speckter,
Martin K. Speckter Associates, New York.

• • •

To 'Whom' It May Concern

To the Editor: In a letter you published Aug. 14, W. Dane Hooper objected to the grammar of a Listerine pre-head reading: "You never know whom you'll meet . . ."

It seems to me that the head is correct as it stands. "Whom" is not the subject of the clause "whom you'll meet." It is an object, and rightly belongs in the objective case. "You never know *who* you'll meet" would have been wrong.

If the sentence had read "You never know *who* will meet *you*," then "who" would have been the subject of its clause. Only then would it have been correct.

I don't know how badly that Listerine copywriter misses the merit badge in English grammar that Mr. Hooper denied him. But the least he deserves is no demerit where none is due.

Lawrence Markoe,
Sussman & Sugar, New York.

•

To the Editor: Re: the letter from W. Dane Hooper . . .

Mr. Hooper criticizes the copywriter on the Listerine ad . . . says "as a Boy Scout (he) would never earn a merit badge in English grammar."

I assume that he is referring to the writer's use of the word "whom" . . . presumably in lieu of "who!"

I, as a former English grammar teacher, would make Mr. "Hooper's rating" a big red "F."

"Whom" is the correct usage because it is the direct object of the verb form "will meet" (you will meet whom).

Pronouns used as direct objects, indirect objects, or objects of prepositions always take the objective case form "whom," while pronouns used as subjects of sentences or clauses, or as predicate pronouns, take the nominative case form "who."

Perhaps Mr. Hooper was thinking of a sentence like this: "Be prepared . . . you never know who will bump into you." In this example, "who" is the correct pronoun form because it is being used as the subject of the subordinate clause, "who will bump into you." Subordinate clauses do not stand alone, and are sometimes introduced, as in this case, by a relative pronoun "who." The main clause of both these sentences is "you never know."

Say, "whom" is this Mr. Hooper "who" doesn't know his grammar, anyway?

Marlys Creger,
Manager, Direct Mail Advertising, *Successful Farming*, Des Moines.

•

To the Editor: Who or whom did you expect to take the bait when you printed the who-versus-whom letter? Who, me? Then you win, as I'm biting.

In the sentence "You never know whom you'll meet" *whom* is the object of the verb *meet*, and therefore is properly in the objective case. Really, whom is!

Whoever proves me wrong may call on me to eat the Listerine advertisement and gargle appropriately thereafter.

Bob Wheeler,
Bryn Mawr, Pa.

• • •

Sel-Rex Name Misspelled

To the Editor: Thank you for mentioning the paintings commissioned by Sel-Rex Corp. on page 70 of ADVERTISING AGE, Aug. 7.

Unfortunately, the name Sel-Rex is spelled incorrectly, and we are receiving humorous comments on the name, which has been variously spelled to look like Selrex, Sel-rex, and now Sel-Tex!

P. R. Drumm,
Marketing Services, Sel-Rex Corp., Nutley, N.J.

• • •

Public Service Handles Own In-State Advertising

To the Editor: In going through your Aug. 14 issue I came across the splendid coverage that you gave to Public Service Electric & Gas Co. relative to their agricultural campaign.

When I came to the bottom line I noted that you stated that we were the agency. This is in error for the reason that Public Service handles all their in-state advertising through their own department.

We handle the area development advertising for Public Service which appears in out-of-state newspapers and magazines . . .

Emanuel London,
Williams & London, Newark.

• • •

Wants Admen Pictured Without Highball in Hand

To the Editor: I really got a kick out of the editorial in a recent issue, "Ad Men, Women and Alcohol." It's about a year ago—possibly a little more—that I wrote complaining about the many pictures of advertising people taken at highball sessions. I am delighted that somebody with a great deal more prestige than I have—John Orr Young—has seen fit to present the same subject to you.

In all sincerity, if you never showed a picture of an adman with a highball in his hand (taking a few minutes to crop the photo) you would have advanced the service your publication gives.

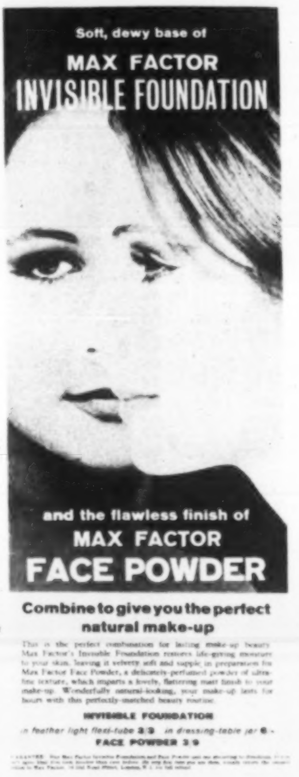
R. J. Wentsel,
President, Racine Specialty Mfg. Co., Racine, Wis.

• • •

Maybelline's 'Many Faces' Ad Had Predecessor

To the Editor: Having enjoyed many "who was first" type advertisements in ADVERTISING AGE, I could not resist forwarding the enclosed examples.

Your article about Maybelline (July 17) indicated $1,000,000 was to be spent on one theme—"the many faces, etc.". Shouldn't Maybelline expect something original for that amount of money?


Soft, dewy base of
MAX FACTOR
INVISIBLE FOUNDATION
and the flawless finish of
MAX FACTOR
FACE POWDER
Combine to give you the perfect natural make-up
INVISIBLE FOUNDATION
in feather light flexi-tube 3/3 in dressing-table jar 6/-
FACE POWDER 3/9

The same style ad was published for Max Factor in *Woman's Day*, April of this year.

G. V. Wolfe,
Supervisor, Advertising & Display, United Gas Ltd., Hamilton, Ont.

Another reader of "Voice"—Axel Tourmente, of Realites in America, the U. S. distributor of the English-language edition of the French publication—also called attention to the similarity in AA, Aug. 21 of Realites recent advertising to the Maybelline ad.

• • •

Fall-Out Shelter Ad Is Not Fair Target for Criticism

To the Editor: I am aware that many Americans are apathetic about civil defense, but rating and publishing a contractor's advertisement for fall-out shelters as an "ad we can do without" (AA, Voice, Aug. 14) strikes me as carrying complacency a bit far.

Del Stone,
Assistant Advertising Manager, Iowa Public Service Co., Sioux City.

• • •

Store Should Display Foreign Flags with Consideration

To the Editor: This doesn't quite come under the heading of "advertising we can do without," though it's close; it's a bit of poor merchandising we can do without.

Lane's, one of New York's larger promotional specialty shops, is currently devoting a lot of Fifth Ave. window space to Italian fashions. What better way to say "Italy" than to display a few of that country's flags?

Only thing, they've all but made dust rags of them. Mannequins hold Italian flags fashion-limply, so they kiss the floor; other flags "fly" flat on the floor itself.

It's against the law to mistreat our own nation's flag. It strikes me as against common sense and courtesy to do likewise with some other nation's banner. Not to mention the fact that a whole lot of Italian-American shoppers just might be resentful enough to this offense to do their dollar-leaving elsewhere.

When it's so easy to do something properly, or reasonably so, some merchants manage to find a more difficult way.

Murray Gelman,
New York.

• • •

Ford in the 'Boston Globe' Ad Was Model T, Not A

To the Editor: Not long ago, I was raked over the coals for writing an editorial about antique cars and applying an incorrect model designation to an early Ford.

As I am still smarting under this one, I welcome the chance to get even by slapping someone else . . . the Ford in the *Boston Globe* ad [AA, Aug. 14, Page 32] is a Model T, not a Model A.

Boston may be "A" model town, but Henry Ford's Model T will always be a Model T.

But, I suppose few people care one way or the other . . . except for me, of course.

Jack R. Schutz,
Copy Chief, Keck Advertising Agency, Oconomowoc, Wis.

• • •

Article on Botsford Offered Light Moment

To the Editor: Through the years (Lord, how many!) I have never read AA " for laughs" until I chanced on Page 68 of Aug. 7.

Bravo, Botsford!

R. J. Brown,
Chatelaine, Montreal.

Reader Brown refers to a story on the retirement of Stephen Botsford as president of The New Yorker. The article quoted liberally from humorous promotion copy Mr. Botsford had created for the magazine.

• • •

Pakistani Seeks U. S. Agency to Open Business in Pakistan

To the Editor: Now that large numbers of American companies and banks are opening their offices in Pakistan and Pakistan business with U.S. has risen fourfold because of . . . policy of the U.S.A. . . . will some of the leading advertising agencies take an initiative to set up agency business in Pakistan?

We seek your good offices for a collaboration with any decent and pushing advertising agency. Not only foreign but lot of local business is assured. . .

Rehman Akhtar,
Senior Vice-President, Orient Press of Pakistan, Dada Chambers, Bunder Road, Karachi.

• • •

Outdoor Sign Removal Didn't Affect Those on Private Land

To the Editor: A number of Canadians in the advertising business have pointed out to me that AA's Aug. 7 story on the Quebec outdoor advertising law was rather misleading. The lead said that "the Quebec government's roads department today began to remove all outdoor advertising under a law passed in 1933" and the headline states flatly that "Quebec Invokes '33 Law, Tears Down All Outdoor Signs."

Actually, the directive (and I quote from the *Montreal Star*) "referred only to signs on the right of way of provincially-maintained roads outside cities and towns as current legislation, adopted originally in 1933, does not cover advertising signs within municipalities. The right of way referred to in the directive is the land bordering the road owned and maintained by the province and is almost always delineated by a fence running along both sides."

This directive does not affect standardized outdoor advertising displays on private property. Therefore, the standardized outdoor plant operator who maintains structures through lease or title on private property has not been forced to remove either poster panels or painted bulletins as implied in the AA article. A large percentage of the signs eliminated as a result of the directive were small marker signs pointing the direction to cottages and other business establishments.

Leigh Atkinson,
Director of Public Relations, General Outdoor Advertising Co., Chicago.

"We double in brass in our department — handling advertising, merchandising and promotion activities. As a consequence we lean heavily on proven, productive sources of basic information. A&SP has thus become a very important adjunct to our entire staff."

says **JOHN J. SHAW**
Vice-President/Marketing
The Bon Ami Company, Inc.

Mr. Shaw and The Bon Ami Company are typical of the advertising - sales promotion professionals and important buyers of advertising products and services you reach in the pages of Advertising & Sales Promotion.

The 75-year-old Bon Ami concern, manufacturer of household products and cleaning aids, operates eight U.S. factories and uses 70 brokers to distribute its products to grocery outlets. In addition to a $1,000,000 budget for space and broadcast advertising, the company allocates $100,000 annually for a diversified promotion program designed not only to enhance consumer sales but also to inform and stimulate brokers and retailers. The program includes printed materials such as brochures, shelf talkers, and point-of-purchase posters, as well as prizes for brokers' sales contests, dealer-load premiums to encourage display activity in stores and self-liquidating consumer premiums.

A & S P Advertising & Sales Promotion
FORMERLY ADVERTISING REQUIREMENTS
200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

What Makes
BURGOYNE
RETAIL SALES
STUDIES
So Darn Good
Anyhow?

Plenty! And just for a start, let's take *thoroughness*—vitally important in any sales measuring system.

* * *

Here at Burgoyne, thoroughness is king. Each Sales Study begins with a "baseline" inventory of shelf and reserve stock, followed by one or more complete audits, usually spaced at four week intervals. The Index Reports, which make up a Sales Study, show total sales—calculated from shelf, reserve stock, and invoices—of the product being audited, and normally, all competitive brands within the same product category. As a rule, each Report includes distribution, consumer purchases, dealer purchases and inventories—by city, brand, variety, container size. That's thoroughness by anybody's definition!

* * *

And just to make sure that no shortcuts are ever taken, we give utmost attention to the selection, training, and supervision of our field representatives. Supervisors from the Cincinnati home office, who are in direct control of all field work, are charged with the responsibility of developing the highest possible efficiency level among our auditors. Many of our field auditors have, at one time or another, been associated in some way with a grocery or drug retail business. They live in the markets where they work, and they know the stores and store personnel thoroughly—enabling them to develop a relationship based on friendship as well as trust and confidence.

* * *

Send for our new Test City list—showing all the markets in which Burgoyne is permanently set up for Retail Sales Studies. To order, simply send a request on your letterhead to: Burgoyne Index, Inc., 1705 First National Bank Bldg., Cincinnati 2, Ohio. Order now!

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO
CHICAGO OFFICE: Palmolive Bldg. PHILADELPHIA OFFICE: 1405 Locust St.

NEW WRINKLE—*F. Jacobson & Sons will launch its biggest campaign to date this fall for Excello and Jayson shirts and pajamas. Page ads will run in four magazines and in major Sunday supplements. Edward M. Meyers Associates, New York, is the agency.*

Finger Lakes Group to Swap Literature With Niagara Falls

ELMIRA, N. Y., Aug. 22—The Finger Lakes Assn. plans to step up its promotion to attract more tourists to this area. Arrangements have been made with organizations in Niagara Falls and other places in the state for exchange of promotional materials.

To carry out the plan, it is estimated that about $14,000 is needed a year to print additional brochures for distribution. The project is intended to intensify publicity and encourage travel and commerce in the Finger Lakes region.

The association, formed to promote the Finger Lakes as vacation land, with its headquarters in Penn Yan, consists of members in 11 counties including Yates, Schuyler, Tompkins, Steuben and Chemung. Elmira is known as a gateway to the Finger Lakes.

■ William J. Meredith of Stanley, a staff representative of the association, reported arrangements for exchange of promotional materials have been made with the Niagara Falls Chamber of Commerce and with tourist attractions on both sides of the border. Other places also to display Finger Lakes brochures are the Thruway booth at Henrietta, Newark Rose Garden and Corning Glass Center.

Mr. Meredith said the $14,000 is needed to print some 200,000 additional brochures and flyers to be distributed at these points. Presently the association annually distributes about 65,000 copies of a booklet, "Finger Lakes Travel Guide," and about 200,000 copies of a specially prepared flyer listing tourist attractions in the region.

He said he has also arranged to exchange visiting groups between Niagara Falls and Finger Lakes. #

New Shinola Polish Launched

A new Shinola polish, Scuff Armor, is being introduced by the Best Foods division of Corn Products Co., New York. Designed mainly for children's shoes, Scuff Armor will be promoted over the regular Corn Products lineup of six daytime network television shows over CBS. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

Arthur Rejoins Shenton

L. Frank Arthur, formerly manager of national accounts, Stanley Tool division of Stanley Works, New Britain, has rejoined K.C. Shenton Co., Hartford, as an account executive. Mr. Arthur left Shenton in 1952 to join Stanley Tool.

TV Camera Gets Shook Up Making Fir Plywood Ads

150 mph Ride on Speedboat's Bow Will Run on 'Brinkley's Journal'

TACOMA, Aug. 22—Some fancy camera work is going into the filming of commercials for the plywood industry's first national television promotion, "David Brinkley's Journal" (NBC-TV), a new show that will open Oct. 11.

Douglas Fir Plywood Assn. will have major sponsorship on 13 of the weekly telecasts and will share sponsorship with Pittsburgh Plate Glass on 13 alternate telecasts. Commercials will demonstrate the durability and versatility of plywood in home building and will seek to dramatize the qualities of plywood.

To film one example of plywood at work, a motion picture camera was bolted to the forward deck of Miss Bardahl, the hydroplane that copped the Seattle Seafair Trophy on Lake Washington, Seattle, on Aug. 6. Two days after winning the trophy, Miss Bardahl was sent out on Lake Washington with the camera in place and focused on the cockpit and the spray of roostertail astern. Alongside the driver, Roy Musson, still grinning from his Sunday victory, sat the narrator for the plywood commercials, George Fenneman.

■ Mr. Musson put Miss Bardahl through her paces at speeds exceeding 150 mph on a straightaway. The boat has a skin of ¼" plywood, that has to stand pressures that at 150 mph build up to 280 lbs. per square inch.

Other commercials will show exterior-grade plywood being boiled in water, being submerged in tanks of acid that eats through steel, and being used as lining for brine tanks aboard commercial fishing boats. Commercials also will show the plywood-sheathed Bartender, a rough-water boat built for the punishment of choppy waters at river bars along the Oregon coast.

Objective of the plywood group's tv promotion is to create a "broader public acceptance of fir plywood in every logical application," John D. Ritchie, advertising director of the association, said. A nationwide consumer sample will be surveyed before the promotion and afterward as a guide to later advertising.

Point of purchase material for use by lumber dealers, home builders and other major users of plywood will be prepared to tie in with the tv commercials.

The Condon division of Cole & Weber handles the account. #

Huxley-Irwin Agency Opens

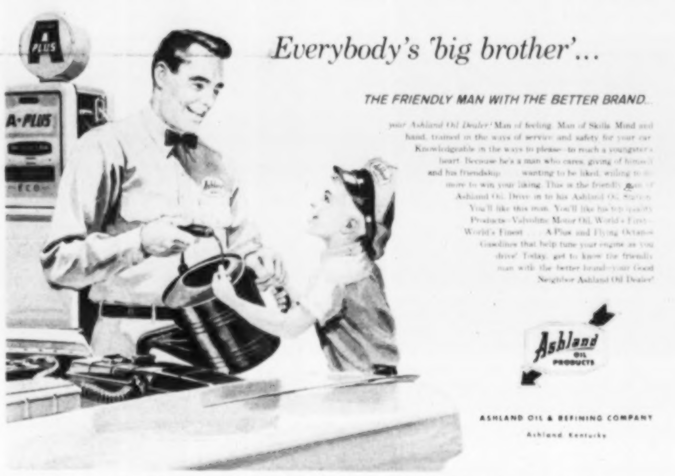
Huxley-Irwin Ltd. has opened at 70 Sanford Ave. North, Hamilton, Ont. Michael K. Irwin, president, was formerly manager of Co-Graphics Ltd., Hamilton. John W. Huxley, exec vp, was manager of the farm department of MacLaren Advertising Co.

Plessas Adds Coffee Service

James P. Plessas Advertising Management Service, San Francisco, has been appointed to handle advertising and merchandising for American Hot Coffee Service, San Francisco.

National Beryllia Adds Hurley

Robert L. Hurley has joined the National Beryllia Corp., Haskell, N.J., as vp, marketing. Mr. Hurley was formerly vp of sales of Advanced Vacuum Products.


Everybody's 'big brother'...
THE FRIENDLY MAN WITH THE BETTER BRAND...
A PLUS
A-PLUS
Ashland OIL PRODUCTS
ASHLAND OIL & REFINING COMPANY
Ashland, Kentucky

FRIENDLY MAN—*Ashland Oil & Refining Co., Ashland, Ky., is launching a new campaign in eight states to stress the friendliness and helpfulness of Ashland Oil dealers as respected business men in their communities. Newspapers, radio and television will be used. Ralph H. Jones Co. is the agency.*

Newspaper Linage Is Off 6% in '61, 4% in July: Media Records

NEW YORK, Aug. 22—Total newspaper advertising linage for the first seven months of 1961 dropped 6.5%, from 1.66 billion to 1.55 billion. The automotive category spearheaded the loss, via a 14.8% decrease from 102,383,000 to 87,235,000 lines.

The figures were supplied by Media Records from a 52-city newspaper compilation.

With the exception of financial linage, which rose 7.4%, from 33,228,000 to 35,690,000, all other categories showed declines. Combined general and automotive dipped 9.7%, going from 302,056,000 lines to 272,698,000. Classified was off 8.5%, dropping to 405,867,000 from 443,425,000 lines.

General was down 7.1%, from 199,673,000 to 185,462,000. Total display decreased 5.7%, via a 1.21 billion-to-1.14 billion drop. Department stores went from 309,976,000 lines to 293,177,000, a 5.4% slump, and retail (including department stores) was 4.9% below last year's seven-month total with 841,449,000 lines versus 884,564,000.

■ Ad linage for the month of July showed the same patterns: Decreases were noted by total linage, off 4.5%; automotive, 10.6%; total general and automotive, 9.9%; general, 9.5%; classified, 4.6%; total display and department stores, both down 4.4%; and retail (including department stores), 3.5%. Financial was up 13.9%; it was the lone gainer. #

Hart Named Marketing Head

George W. Hart, formerly manager, marketing administration and personnel development of the light military electronics department of General Electric Co., has been named vp, marketing of Electronic Conversion Corp., Bethpage, N.Y.

Dentsu Sends Odani to N.Y.

Juichi Odani, formerly director of the international advertising department of Dentsu Advertising in Tokyo, has been reassigned to New York, where he will head up Dentsu operations in the U.S. He has been replaced in Tokyo by Saburo Matsunobu.

'Harper's' Boosts Circulation

Harper's Magazine will boost its circulation guarantee from 220,000 to 250,000, effective Jan. 1, 1962. The one-time b&w page rate will rise from $1,875 to $2,050, and the four-color rate from $2,950 to $3,225.

THESE CLIENTS
OF LONG STANDING
ARE EVIDENCE OF
OUR ABILITY
TO CREATE
AND SERVICE
YOUR EXHIBIT
PROGRAMMING

ABBOTT LABORATORIES
ANSUL CHEMICAL CO.
ARMOUR PHARMACEUTICAL CO.
BELL & GOSSETT COMPANY
COMMONWEALTH EDISON COMPANY
CRANE CO.
THE CREAMERY PACKAGE MFG. CO.
DOUGLAS FIR PLYWOOD ASSN.
THE DOW CHEMICAL COMPANY
E. I. duPONT deNEMOURS & CO.
EASTMAN KODAK CO.
EKCO PRODUCTS COMPANY
GENERAL ELECTRIC CO.
GENERAL ELECTRIC, X-RAY DIV.
GEORGIA-PACIFIC CORP.
ILLINOIS BELL TELEPHONE CO.
INTERNATIONAL HARVESTER CO.
JOHNSON SERVICE CO.
MEAD JOHNSON & CO.
MINNESOTA MINING & MFG. CO.
MOTOROLA INC.
OWENS-CORNING FIBERGLAS CORP.
PEOPLES GAS LIGHT & COKE CO.
PORTLAND CEMENT ASSN.
STANDARD BRANDS INC.
SWIFT & CO.
THE TRANE CO.

A complete professional
service including counsel,
planning and design,
construction, installation
anywhere
and storage if desired.

general exhibits
& displays inc.

2100 N. RACINE AVE., CHICAGO 14, Ill.
PHONE—EASTGATE 7-0100

Hopkins
Foote
Murphy
Rowat

IN HAPPIER TIMES—*This photo was taken when Joe Murphy was still handling Bubble Up and the Los Angeles Coke bottler. He is shown with Dave Hopkins and Emerson Foote, of McCann-Erickson, as they examine a production job being handled by Ruske Rowat.*

Effervescent L.A. Coke Bottler Is Settled at McCann

(Continued from Page 2)

year earlier.

■ As things developed this week, however, it was apparent that the McCann announcement in April was somewhat premature and that Mr. Murphy had no intention of joining the agency until terms were spelled out in greater detail.

Here's the story as pieced together this week from statements of various parties involved: About the first of the year McCann approached Mr. Murphy through Dave Hopkins and Jim Shelly, No. 1 and 2 men, respectively, in the agency's Los Angeles office. A tentative offer was made for Mr. Murphy to serve as a "consultant" on the Los Angeles Coke billings provided the account moved over to McCann.

Mr. Murphy, after obtaining clearance from bottler president Chase Sweetser, continued discussions first with McCann's West Coast men, later with Emerson Foote, president of McCann-Erickson U.S.A. and finally with Marion Harper Jr., president of Interpublic Inc.

■ Following a series of cross-country jaunts by Messrs. Murphy, Foote and Harper, a verbal agreement was reached about April 1 and McCann, apparently anxious to baptize the deal with a formal announcement, put out a statement reporting the acquisition of both Mr. Murphy and the Los Angeles Coke bottler as a *fait accompli*, effective June 1.

As June approached and the "verbal agreement" was reduced to writing, a hitch developed and the McCann contract was rejected by Mr. Murphy as containing more don'ts than do's. After renegotiations and more discussions the deal fell through completely about four weeks ago.

■ Both Coke and Bubble Up have scored spectacular increases in case sales and share of market in the viciously competitive western market, and most of this has been attributable to a copy approach and media mix poles apart from the parent company's advertising. In Los Angeles, Coke and Bubble Up advertising consists primarily of outdoor and radio media, with television used sparsely and print advertising skipped completely.

The Murphy mix has apparently been successful, since Coca-Cola sales in Los Angeles here have been running counter to a general fall-off in some of the parent company's other major markets, and sales of the Coca-Cola bottlers, according to Mr. Murphy, have increased some 55% over the past 18 months.

■ According to a continuing home audit put out by the *Los Angeles Times*, soft drink rankings in the Los Angeles market for May and June went this way: Seven Up 24.7%; Coca-Cola 21.5%; Bubble Up 11.5%; Pepsi-Cola 8.3%; and Canada Dry 7%. The *Times* audit also noted that Seven Up and Coke increased their share of market fractionally in May-June while Bubble Up was off only slightly from a peak attained during its introductory period. Pepsi-Cola, which has been making considerable headway in other markets, was off during the period, the *Times* audit added.

■ Mr. Murphy said this week that McCann-Erickson was only amenable to an agreement which would restrict his activities with Bubble Up, but would not assure his working on Coca-Cola. McCann-Erickson's stated position was that it had never had a contract with Mr. Murphy, and wasn't elaborating on its difficulties in working one out.

'GOOD EXPERIENCE,' MURPHY WRITES HARPER

LOS ANGELES, Aug. 25—Marion Harper, chief negotiator in the abortive deal between his agency and Joe Murphy, was the recipient this week of a barbed and bitter Dear-Marion-Cordially-Joe letter from the Los Angeles agency man.

"It was General Robert E. Lee," Mr. Murphy wrote, "who was one of the outstanding examples of how to experience defeat with dignity and as a good Southerner, I would like to be equal to such *noblesse oblige*.

"Out of this denouncement I earnestly hope may evolve not only the realignment of the Los Angeles account but sales results that will afford equal attainment for Coca-Cola in the market place.

"Unlike General Lee, I do not have a scimitar of conflict to turn over. But even in defeat the experience has been a rewarding one if only for the opportunity to have experienced your abilities at such close quarters. Again, my compliments and best wishes. (Signed) Joe." #

TvB, Canada, Opens Office

The new Television Bureau of Advertising of Canada has opened an office at 111 Richmond St., West, Toronto.

Last Minute News Flashes

Anheuser-Busch to Market Michelob in Bottles

ST. LOUIS, Aug. 25—Anheuser-Busch has announced that Michelob beer, heretofore available only on a draft basis, will be marketed in bottles. The initial introduction of bottled Michelob will be in selected major U.S. markets, starting in October. D'Arcy Advertising will handle the advertising.

Lever Drops Dinner-Redy; Other Late News

• **Lever Bros.** has discontinued the marketing of Dinner-Redy frozen foods. The company said it plans to use the brand name on a new line of convenience foods. Lever acquired Dinner-Redy Corp. in 1959. Advertising was moved from Kenyon & Eckhardt to J. Walter Thompson Co. earlier this year.

• **Edmunds Walker & Co. Ltd.,** London, distributor of automobile accessories in Great Britain, has appointed Grant Advertising, London, to handle its account. The company bills an estimated $100,000.

• **Donald B. Brant,** formerly exec vp of Croot & Brant, has joined Rumrill Co., New York, as vp and food group head.

• **Lenox Inc.,** Trenton, N.J., which has been emphasizing its giftware line in the last few years, has scheduled a 16-page booklet ad (6¾x3¾"), showing 106 gifts, in the December issue of *House & Garden*. The b&w booklet will be bound between two horizontal half-page ads, extending across the tops of the pages. Other giftwear ads will appear during November and December in *Better Homes & Gardens* and *The New Yorker*. D'Arcy Advertising, New York, is the agency.

• **Wall Street Journal** executives today were "not announcing," but "not denying," that they were developing a national Sunday newspaper as "one of several projects." *WSJ* reportedly feels it "already has the printing plants, the writers, and the distribution facilities" for a new entry that "would not be a financial news publication, but have general interest."

• **Robert C. Brinker,** presently eastern advertising manager of *Time*, has been appointed U.S. ad manager, effective Sept. 30.

• **J. M. Mathes** has resigned the Burlington Industries account, effective Oct. 1, because the client "suspended corporate activity," "limited activities of its divisions" and "the account became unrewarding." Confirming an earlier report (AA, Aug. 21) Burlington has assigned its $250,000 House Fabrics Co. division to Papert, Koenig, Lois; its Goodall vinyl fabrics division, billing under $100,000, to Ehrlich, Neuwirth & Sobo; and other divisions formerly handled by Mathes to "other Burlington agencies."

• **Willard Benner,** a creative supervisor at Ted Bates & Co., New York has been named associate creative director, a new post.

• **Ingenue** will raise its circulation guarantee from 400,000 to 500,000 effective with the January, 1962, issue. The onetime b&w page rate will be boosted from $1,700 to $2,125; the four-color page will be hiked from $2,550 to $3,190.

• **Fortune,** effective with its July, 1962, issue, will move its circulation rate base from 350,000 to 375,000. The onetime b&w page rate will go from $5,220 to $5,670. The new four-color page will be advanced from $7,830 to $8,500.

• **Pioneer Industries,** Darby, Pa., manufacturer of belts and men's accessories, has assigned its $100,000 account to Rockmore Co., New York, effective immediately. The previous agency was W. B. Doner & Co.

• **Conover-Mast Publications,** New York, has switched advertising for *Contruction Equipment* from Schuyler Hopper Co. to Lambert & Feasley, New York.

• **Aarbern Pharmacal Co.,** Chicago, a division of Wander Co., has named Geyer, Morey, Madden & Ballard's western division to handle new product developments to be announced soon. Aarbern's other agency is Clinton E. Frank Inc., which handles Minivitine diet products.

• **A. B. Dick Co.,** Chicago, manufacturer of office duplicating products, has held talks with three or four Chicago agencies and may interview others "because of changing marketing conditions." Dick said it was not unhappy with Fuller & Smith & Ross, and had no plans to change agencies. The account reportedly bills between $300,000 and $400,000.

• **George Allison** has been named to the new position of media director of Needham, Louis & Brorby, Hollywood. He formerly held the same post at Young & Rubicam, Los Angeles.

MICHAEL H. FROELICH

NEW YORK, Aug. 25—Michael H. Froelich, 54, vp of Davis Publications, died at his home in Mt. Vernon last night, from staphlycoccus infection following treatment for cancer. He was publisher of *Mobile Homes Journal*.

Before joining Davis he had spent 15 years with Ziff-Davis Publishing Co., his last post being advertising director of *Popular Photography*. He joined Ziff-Davis in 1943 as editor of *Industrial Aviation*, later was publisher of *Flying*, and in 1948 became vp and editorial director of Ziff-Davis.

■ A native New Yorker, Mr. Froelich went to City College of New York, and left the Brooklyn Law School to become an aviation writer. He was successively editor of *Air Transport*, *Airway Age*, managing editor of *Aviation Engineering*, and news editor of *Aero Digest*. In 1939 he won the TWA aviation magazine writers' award.

Ford Ties in Kids Contest with NFL Football Telecasts

DETROIT, Aug. 25—The Ford division of Ford Motor Co. expects to enlist more than 1,000,000 boys in its answer to the Chevrolet's Soap Box Derby—"Punt, Pass & Kick" competition tied in with National Football League telecasts.

Ford said the promotion could total $2,000,000, the bulk of the advertising coming from participating dealers. Ford also will plug contests during the NFL games (CBS-TV).

Each boy will punt, pass and kick a football, and winners will be determined on total distance. Following regional playoffs in each of the 14 NFL cities, finalists will appear Dec. 31 at half-time of the NFL championship game. Winners will receive a trip to Washington to meet the President. #

World-Wide Crises Help Boost News Show Sales on TV

(Continued from Page 1)

panded regular news and informational schedule and with practically all of it sponsored.

There will be a new daily five-minute late afternoon newscast with Mogen David as co-backer and a Saturday noon news program for students with Helena Rubinstein as sponsor. Designed especially for junior high and high school students, this 30-minute program will advertise Rubinstein's medicated skin products. General Mills will continue as sponsor of five minutes of Monday-through-Friday news at 12:55 p.m., EST. Texaco and Camel keep the "Huntley-Brinkley Report."

■ In addition, both Chet Huntley and David Brinkley will head weekly programs of their own. Mr. Huntley will be seen Sunday afternoons for Mutual of Omaha; "David Brinkley's Journal" will be presented Wednesday nights by the Douglas Fir Plywood Assn. and Pittsburgh Plate Glass. Frank McGee will take a look at the world's doings every Friday night on Gulf Oil's "Here and Now." Quaker Oats and Beech-Nut Life Savers will be among the participating advertisers on "One, Two, Three, Go," a new show.

Rounding out the regular lineup will be the venerable "Meet the Press," which will continue as a co-op sales vehicle.

CBS Adds Three

CBS Television will be doing its share to see that the public gets more video news coverage. This network will add three newscasts to the Monday through Friday schedule. Starting Oct. 2, Johnson's Wax will present five minutes of news daily at 11:55 a.m., EDT. Frigidaire will sponsor a mid-afternoon five-minute report.

"Calendar," a 30-minute news feature session, to be aired at 10 a.m. on working days, will be sold under the network's minute rotation plan.

Douglas Edwards' early evening news roundup is a sellout to Whitehall, Carter, Philip Morris, and Goodyear. Whitehall and Carter also carry the "Sunday News Special."

The picture is less rosy for a couple of other much-lauded CBS public affairs productions—"Eyewitness to History" and "CBS Reports." These telecasts were among the batch of slow sellers, which last week were put on the market on a minute insert basis. "Eyewitness" is about seven-eighths sold and "CBS Reports" about one-quarter sold.

ABC Tries for Late Viewers

ABC Television is pioneering in an effort to get station clearances for a late evening network news production. So far it has been tough going. Scheduled at 11 p.m., "ABC Final Report" has been ordered by Sun Oil Co., after a test in New York and Washington, for about 62 markets. Only about 23 have been cleared so far. Besides these 23, approximately 44 other stations, outside Sun's territory, are carrying "Final Report" and selling it on a co-op basis.

Two daily newscasts will be added for fall. Among the sponsors lined up for the late afternoon kid strip to follow "Bandstand" are Lehn & Fink and Milton Bradley Co. An earlier five-minute report will be televised at 1:25 p.m. Principal backer of the 6 o'clock news on ABC is Squibb.

In the informational specials department, ABC boasts the returnign Bell & Howell for the "Close-Up" series. #

Senators Threaten Anti-Liquor-Ads Law for Radio, TV

(Continued from Page 3)

advertising."

The senators sought assurance that NAB has no intention of relaxing existing code language which specifies that liquor advertising is not to be accepted by radio or tv stations. Noting that the committee has held numerous sessions in the past on legislation to regulate liquor advertising, the senators warned: "We stand ready to move ahead with appropriate legislation in the event self regulation proves to be ineffective."

In the absence of Mr. Collins, who is vacationing, NAB had no immediate official answer. However, spokesmen for the association emphasized that there is no intention of retreating on the existing anti-liquor provisions of the codes.

■ NAB reported that radio code stations have already been alerted of Publicker's efforts to buy spots, and reminded of their obligation to refuse to accept them. NAB said a copy of the senatorial letter will be sent to all members this week, as a further reminder of the dangers involved in deviating from the code.

The senatorial letter may have been designed to point up the low degree of support that NAB's radio code is receiving from the industry.

NAB sources said that so far, there is no information that any code station is carrying liquor spots. But only 1,357 of the nation's 4,505 am and fm stations are code subscribers. Even among NAB's members, only 52% of the am and fm stations are pledged to abide by the code.

■ The senatorial letter commented that "in these trying times with criticism of the broadcast industry mounting—particularly in the programming field—it would hardly permit the provision of the broadcasting code regarding hard liquor advertising to become meaningless."

Reflecting their concern that NAB may not be able to "hold the line" on its own, the senators said they also propose to call on the Federal Communications Commission "to take into consideration the type and kind of advertising broadcast by a licensee when it considers that license for renewal."

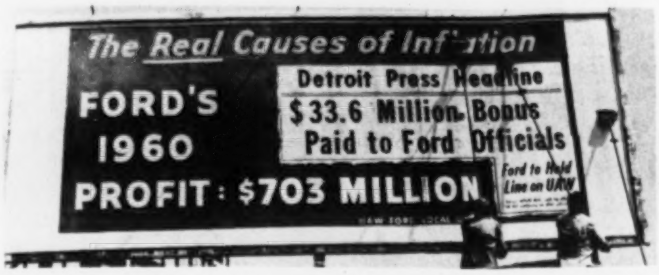
■ Robert W. Coyne, president of Distilled Spirits Institute, recalled that the DSI advertising code barring broadcast advertising for spirits dates back more than 25 years. "This self-imposed discipline antedates the NAB code," he observed.

Mr. Coyne said no DSI member has ever breached this industry rule (Publicker is not a member of DSI). "This self government by the industry has been adequate and the broadcasters' code restriction at a later date merely reflected the attitude of the organized distillery industry," he said.

Mr. Coyne added that the institute is in accord with the view of Senators Magnuson and Pastore that "the public interest, convenience and necessity is not served by the broadcasting and televising of liquor advertising into the American home." #

Poor Richard Honors Murrow

Poor Richard Club, Philadelphia, has named Edward R. Murrow, director of U.S. Information Agency, and former CBS news analyst, recipient of its first annual communications award for "dedicated leadership in the vital field of communications." The award will be presented at a luncheon on Sept. 14 in the Bellevue-Stratford, Philadelphia.



UNION'S VIEWPOINT—*The United Auto Workers' Ford department posted this 24-sheet poster at 23 locations in Detroit and Dearborn as negotiations between UAW and auto companies picked up tempo. The union has 10 boards of its own and has purchased 13 others for a 30-day showing. UAW's General Motors department recently ran large-space ads in 14 newspapers. The UAW, which places its ads direct, said more may be forthcoming before new contracts are signed with the auto companies.*

Strike Threat Clouds Scene on Ads for '62 Cars

(Continued from Page 3)

with their announcement plans on the assumption that labor problems will not interfere. Because of magazine deadlines and other contract commitments, announcement ads probably will appear on schedule, but what happens after that will depend on the availability of new cars.

Production of '62 cars is just now getting under way, and the factories will not be able to produce more than a bare sampling for the dealers before Sept. 5.

■ American Motors, with a narrower model lineup for '62, looks to sales of 500,000 Ramblers during the coming year. This, according to exec vp Roy Abernethy, would be an increase of 30% over the 385,000 vehicles the company expects to deliver this year.

AMC President George Romney, who foresees a possible new car market of 6,000,000 next year, believes compact cars will take 50% to 60% of total sales. But Mr. Romney, who takes credit for originating the compact designation, says the compact classification will enclose more car lines in '62. He lists the new Ford Fairlane, Mercury Meteor and Chevy 11 as companions of the Rambler in the compact class. Eventually, he contends, these cars will be known as standards.

Mr. Romney does not include the forthcoming Dodge Dart and Plymouth, which will measure more than 200" in over-all length. He cuts off the compact field at 200". AMC is dropping its 117" wheelbase Ambassador series in 1962. There will be an Ambassador, but it will be built on the volume 108" wheelbase.

Rambler models will be introduced Oct. 6, with announcement ads breaking that week. As in recent years, the company will lean heavily on newspapers for its advertising, although a network tv schedule is coming up.

The company reportedly is planning an ad budget of $13,000,000 for the coming model year, broken down into 7% to 8% radio, 7% to 8% tv, 65% newspapers, 15% magazines, and the remainder into other media.

■ Don Learned, manager of the general marketing office at Lincoln-Mercury, said that announcement ads for the new Comet, Monterey and Lincoln will appear on schedule, even if the division has no cars. Newspaper announcement ads will run, he added, even though there could be time to cancel them. Follow-up ads, however, would wait out the strike.

Ford division also is planning to announce as scheduled, although Ford still is not ready to discuss its ad plans for the new model year. General Motors also is treading cautiously, until it gets a better picture of the situation.

One GM agency said it has a plan ready to go into action if all goes according to schedule. But it also has a plan ready in case a strike causes a shortage of new models.

Ford will introduce its Falcon and Galaxie Sept. 29, its Thunderbird and new Fairlane in October. For 1962, the division will offer 10 more models than currently, including the 115.5" wheelbase Fairlane two- and four-door sedans in two series; two new T-Bird models, including a two-seat version; a Falcon Squire station wagon with simulated wood side panels; a Falcon deluxe club wagon; and two new Galaxie models.

■ By being the first to preview, Ford got the jump on the other companies in making a revised prediction of how the automotive market will fare this year. J. O. Wright, company vp in charge of the car and truck group, said he expects the industry to come close to 6,000,000 sales in 1961, compared to last year's 6,600,000.

Judging from the attention given to self-maintenance at the Ford press preview, it would be a good bet that Ford will push this feature in its '62 ad copy. Ford has boosted its oil change interval to 6,000 miles, added a two-year coolant, a 30,000-mile fuel filter and wheel bearing lubrication. Mercury also will stress similar technical improvements in its ads.

Lincoln will bow Sept. 27, with Mercury Monterey and Comet following two days later. The new 116.5" wheelbase Meteor will not be introduced until the last week in November.

Ben D. Mills, company vp and L-M division general manager, said the new lineup will give his division coverage of 95% of the new car market with Mercury and the remaining 5% with Lincoln.

Mr. Mills said L-M division sales so far this year are running about 8% ahead of last year, with a total of 200,000 units through Aug. 1. He said Comet accounts for about 60% of the total.

Total production of the division's passenger cars during 1961 model year will be about 335,000 units, he added, or 92% higher than two years ago and 15% higher than last year.

■ The rosiest prediction came from J. F. Wolfram, Oldsmobile's general manager and a vp of General Motors. He told the press he foresaw the possibility of retail sales of 7,250,000 passenger cars next year, including some 400,000 imports. He qualified his estimate by adding, ". . . if labor peace is maintained and if the economy continues at a high level."

Mr. Wolfram also predicted sales of 450,000 Oldsmobiles next year, an increase of more than 35% over this year's anticipated volume.

The Oldsmobile head released details on the new F-85 Cutlass convertible and a new Starfire coupe, and changes in the 88 and 98 series.

■ Although Oldsmobile's ad plans are "fluid," it is known that color ads have been scheduled in *Life, Look, Newsweek, Reader's Digest, Sports Illustrated, Sunset Magazine, Time* and *U.S. News & World Report.*

Buick also has revealed more of its '62 announcement plans (AA, Aug. 14). Along with 1,400 daily newspapers and 2,300 weeklies, Buick has scheduled *Automotive News, Car & Driver, Ebony, Fortune, Harper's Bazaar, Holiday, Life, Look, Mechanics Illustrated, Motor, Motor Age, Motor Trend, NADA Magazine, Newsweek, The New Yorker, Popular Mechanics, Popular Science, The Saturday Evening Post, Sports Illustrated, Sunset Magazine, Time, Town & Country, True, U.S. News & World Report* and *Vogue.* #

MacNeal Reports Curtis Loss: Again Blasts Cut Rates

(Continued from Page 2)

shown as "potential" because "the company has used its tax loss carrybacks and therefore additional credit for 1961 first half loss will arise only as earnings accrue in the future."

The Curtis head also noted that "loss on the sale of government bonds during the first quarter offsets a small part of the $4,800,000 pre-tax profit on the sale of Bantam-Wonder-Treasure books stock during the second quarter."

Economic recovery in the second quarter "had not yet been reflected in improved advertising linage," he said. The third quarter indicates "a further substantial operating loss," while fourth quarter prospects for "a considerable earnings recovery" appear "quite good."

■ Mr. MacNeal said conditions adversely affecting magazine publishing profits have grown to "serious proportions," then said: "In my opinion, the ABC would render a service to all concerned if it raised its net paid qualifying requirement for subscriptions from one-half the regular one-year subscription price to at least one-half the newsstand price. If it doesn't, it might be a good thing for the Post Office to use such criteria in determining whether a magazine is eligible for second class postage rates."

(In general, top executives of other publishing houses hesitated to comment on Mr. MacNeal's suggestion. Herb Mayes, editor of *McCall's*, said his publication "absolutely and emphatically" had nothing to say about the report. "They will run their business and we will run ours," he said.

(J. Russell Tippett, vp and circulation director of *McCall's*, was on vacation this week but was earlier quoted in the *Wall Street Journal* as saying that "Mr. MacNeal's statement is a little hard to understand since Curtis has been using a half-price offer for some time. Their ABC records over the past two or three years will show their solicitation efforts have been on the increase. Since 1959, in fact, their percentage of new subscriptions sold at a reduced rate has been greater than ours even though we are primarily a direct mail outfit and they have a large field sales force."

(Mr. Tippett also said *McCall's* results from direct mail selling have been "so encouraging" that it would be willing to go along with higher sub rates if the ABC wanted. Mr. Tippett said the Post Office could set the rates, but the ABC was "the logical one."

(*Look* executives remained silent on the matter, but the general feeling was that the magazine "preferred not to argue the points publicly." Time Inc. said it had "no comment.")

■ Flailing cut-rate subscription offers, Mr. MacNeal said publishers' "claims of inability to pay higher postal rates while flooding the mails with half-price offers is a queer mixture."

For those publishers "willing to pay the price, the cut rate offers a quick way to circulation growth out of all proportion to the actual demand for the product," he went on. "When this inflated circulation is used to create 'leadership,' the purpose is self-evident. Buyers of magazine advertising sometimes use only one publication in each of selected audience categories." He added that "a very substantial percentage of linage goes almost automatically to the magazine with the most circulation in its field."

■ Mr. MacNeal charged that price-cutting has also invaded the advertising rate structure, "usually in the form of volume and other discounts which are far larger than any resultant economies can justify." Some abuses he listed were "giving two-color for the price of b&w, the unjustified elimination of bleed-printing premiums," and recent " 'bonus' circulation so large it is simply an ill-concealed price cut masquerading as sharing the benefits of an upsurge in demand.

Mail Push Offers 'Post'

PHILADELPHIA, Aug. 24—Curtis Publishing Co. in a direct mail campaign is currently offering *The Saturday Evening Post* for approximately one-half its newsstand price. The mail offer is for 39 weeks, at $2.99—slightly more than half the 15¢ *Post's* newsstand price. The mailing is being done with several other advertisers, including Colgate. #

"Thirty per cent volume discounts, free color, free bleed printing and 15% bonus circulation are a strange custom for an industry earning 2% on gross sales," he warned. "Everyone knows that the 'free dishes' are eventually included in the price of a movie ticket and discriminating buyers judge the film accordingly."

As far as Curtis is concerned, said Mr. MacNeal, "we are not going to inflate our circulation nor are we going to freeze it at present levels."

■ Mr. MacNeal's report to shareholders represented the latest in his series of blasts on the industry's ills. Although he did not mention *McCall's* by name in the report, last month he charged that the magazine's pledge to deliver a 1,000,000 bonus with its December issue was "obviously a hurried move calculated to preserve the illusion of leadership" (AA, July 24). He had also said advertising rates in the women's field were "already unprofitably low."

Several exchanges between *McCall's* and Mr. MacNeal followed. *Good Housekeeping* sat on the sidelines and insisted it was "not a party to the numbers race" between *McCall's* and the Curtis entry, *Ladies' Home Journal.*

Revenues and pages of all Curtis publications were off for the first six months of 1961, according to Publishers Information Bureau.

Botsford Names McKinney

Sam McKinney, formerly promotion director of Lloyd Center, Portland, Ore., has been appointed to the account staff of Botsford, Constantine & Gardner, Portland.

"Ad Age provides thorough and thoughtful coverage"

says **Charles A. Pratt**
Director, Advertising and Public Relations
Alberto-Culver Company

"In the dynamic profession we are in, we must have journals which are equally dynamic. I have found that Advertising Age gives me all of the news in a fast readable way. You have the time to read Ad Age because Ad Age is considerate of your time. Whether it's the sharp, last minute news bulletins on page one or a depth report on an agency or some other facet of advertising, Ad Age provides thorough and thoughtful coverage."

Mr. Pratt came to Alberto-Culver as director of advertising and public relations early in 1960, having developed a close association with the company and its president, Leonard H. Lavin, over the previous three years when he was an account executive with the Chicago office of the National Broadcasting Company. Prior to his association with NBC, Mr. Pratt spent five years as an account executive with Edward Petry and Company in Chicago. Before that he had been an account executive in the New York office of WOR-TV.

Alberto-Culver bought its first advertising in 1955—three tv spot announcements per week in Philadelphia. Since then, zooming sales and sharply increased ad expenditures have placed the company among the leaders in the toiletries field. From Alberto-Culver headquarters in Melrose Park, Illinois, Mr Pratt now directs a $15,000,000 ad budget.

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'Purchasing' Shifts to Controlled Status

NEW YORK, Aug. 25—*Purchasing Magazine*, a Conover-Mast publication, has decided to abandon its second class postage privileges next Jan. 1. On that date the magazine will go to 100% controlled circulation, and drop the paid circulation segment with which it currently qualifies for second class privileges.

Purchasing thus becomes the first publication publicly to admit that the Post Office ruling requiring a 55% paid circulation minimum—and a further boost to 65% coming next year—was a major factor in causing it to change to wholly controlled.

The decision also marks a full swing in its circulation policy in the past six or seven years. Back in 1954, the magazine's ratio of paid to total circulation was well within the 70% limitation fixed by Audit Bureau of Circulations requirements. That year saw *Purchasing* pull out of ABC in favor of the Business Paper Audit of Circulations membership.

■ The present decision to go all controlled stems from the great expense involved in maintaining the required ratio of paid circulation. Over the years, *Purchasing* was always able to maintain a sufficient ratio of paid to retain second class mailing privileges, and was able to do so again when the paid base was raised by the Post Office from 50% to 55% this year.

However, the ratio will be upped to 65% next January. "And that just about made up our minds for us," Ray Richards, vp and publisher, said.

■ *Purchasing* is emphatic in stating its belief that it can keep total circulation at the current level, and no rate change is contemplated.

Conover-Mast emphasized that the swing to controlled had nothing to do with the magazine's decline in ad pages this year. In the first seven months last year, *Purchasing* carried 2,220 pages of advertising, but for the same period this year the count has slipped to 1,971.

"The two are utterly unrelated," the company said. "Last year was a banner year for *Purchasing*, and we were at an alltime high for advertising. Even if we are down, this will still be the second-best year in our history."

Purchasing is the only Conover-Mast publication which has second class mailing privileges. #

ANA Issues 1960 Supplement to Magazine Trend Study

A 1960 supplement to its "Magazine Circulation & Rate Trends" issued last year has been released by the Assn. of National Advertisers. The additional data brings to 20 the number of years covered in a trend of circulations and rates, on a comparable basis, for 61 consumer and farm publications. Like the earlier report, which included 1940-1959, the supplement's figures were compiled from Audit Bureau of Circulations and Standard Rate & Data reports, with the assistance of the Magazine Advertising Bureau. It has been distributed to advertisers, agencies and publishers who received the previous study. The full report covering the 20-year period is available at $15 a copy from the ANA, 155 E. 44th St., New York.

MJ&A Moves Lenski to L.A.

Robert Lenski has moved from the copy staff in MacManus, John & Adams' Detroit office to the new post of creative director in the agency's Los Angeles operation.

Lindquist Weithaus Allen Newcomer Kroske

ANTI-BATHTUB RING—*Officials of the Society for the Prevention of Bathtub Ring, founded by Calgon Co., Pittsburgh, initiate Steve Allen with presentation of the club "ring." Calgon is a sponsor of Allen's new fall show on ABC-TV. Displaying rings along with Mr. Allen are Ches Weithaus, vp, and Bob Newcomer, ad manager, of Calgon, and, from Calgon's agency—Ketchum, MacLeod & Grove—Lance Lindquist, vp, and Bill Kroske, account supervisor.*

'Reader's Digest' Asks Canadian Readers' Support on Proposed Limit on U.S. Magazines

MONTREAL, Aug. 24—The *Reader's Digest* of Canada elected to take its case "to the country," and in two installments reported its record of Canadian corporate citizenship. In the August issue, the *Digest* asked, "Does Canada Still Want the *Reader's Digest*?" And in the September issue it presented "The Story of the *Reader's Digest* of Canada."

The first article reported that the magazine didn't come to Canada looking for advertising; that in its first five years it carried no advertising; and that it took advertising only after a survey was made to see whether Canadian readers would prefer the magazine to take advertising or to increase subscription prices. It also pointed out that almost 20 years ago it decided that it would print in Canada and that all its activities involving Canadian readers would be progressively shifted to Canada.

■ It says bluntly that if the recommendations of the Royal Commission were to be enacted by Parliament, it would either have to withdraw from Canada or ask Canadian subscribers to pay a much higher price—perhaps twice what they now pay. And it says it wants to follow the course favored by its readers, to continue to carry advertising, and it does not want to withdraw.

The article called attention to the Royal Commission's concession that advertising "is the lifeblood of periodical publishing," and to its disclaimer of devising means of curtailing freedom of expression or limiting press freedom, and *Reader's Digest* finds it paradoxical that the report could say that a magazine needs advertising to survive and again that depriving a magazine of advertising doesn't limit press freedom.

■ In the second article, the *Digest* asked for reader support, and for a way to be devised to permit it to continue in business, and called attention to the *ex post facto* nature of the proposed recommendations.

Here are parts of the *Digest's* record as a corporate citizen in Canada: It has contributed in 18 years in wages, purchases, taxes, etc. more than $70,000,000 to the economy; it provides employment for more than 1,000 Canadians; it is Canadian staffed; it recently occupied a $1,600,000 building which it spent $525,000 to equip; it is studying an electronic subscription fulfillment plant which would cost around $1,000,000.

■ It points out that it offers $1,000 a year to Carleton University and the University of Western Ontario for promising students in their schools of journalism, and a similar sum to Laval University, Quebec City, for aspiring writers; that Martin Goodman of the *Toronto Daily Star* will be a Nieman fellow at Harvard next year (Canada's first in five years) and *Reader's Digest* will pay the cost, as it will for other Canadian Nieman fellows for the next five years; that it contributes regularly to welfare and charity drives; that Canadian blind get the *Reader's Digest* braille edition; and that while "these are small matters in themselves" they help to picture a "publishing enterprise that has voluntarily behaved as an integral part of the Canadian community in every way it knows how."

And again, it points out that it pays more than $10,000,000 a year in wages, for supplies, services and taxes, including of this $2,241,000 in 1960 in postal charges and taxes to federal and provincial governments, and that about 85¢ out of every dollar of revenue it receives is spent in Canada.

■ It quotes a *Montreal Gazette* editorial of July 28 that "there is something unsettling to dependable, and even honorable relationships, when citizens of other nations are practically invited to enter Canada, to set up in business here, under Canadian laws, and then, by later legislation, find that all they have done may be undermined by new laws."

The *Digest* hopes that even if the commission's recommendations are implemented, some way may be found to give credit for the magazine's long corporate citizenship. It asks reader support and it goes on to say that an exception would be necessary if publication at present prices were to be possible, and if Canadians now employed by the *Digest* were to keep their employment, and if advertisers were to retain their freedom of choice and ability to reach a Canadian market "otherwise unavailable." #

Frost & Shaffer Moves

Frost & Shaffer Advertising, Los Angeles, has moved its offices to the Taft Bldg., Hollywood.

N. Y. Stock Exchange Allots $283,000 for Campaign in Women's Magazines

(Continued from Page 10)

"get women thinking about stocks and bonds—and in their own magazines."

Keith Funston, president of the New York Stock Exchange, said that although women do "have an intense interest in investing," nevertheless "they want sound education and advice."

Added a Compton executive: "Women look upon investing like a game, something which will take them out of the ordinary doldrums of housework. They like to work with charts. They like the importance of investments."

■ Other reasons advanced for the promotion were that *les femmes* "think it is smart to invest, that it upgrades the family, and signifies progress and ambition."

The ads the exchange will run—in the October, November and December issues—are tailored strictly along editorial lines. One courts women with this handholder: "Who said investing is a man's world? More women than men own stocks." The ad cautions: "But remember, nothing is for sure. No one can predict the future with certainty. Stocks can go down as well as up. Your money deserves to be treated with care.

"Turn a deaf ear to tipsters," it urges. "Use the same good sense and care you use when you make any important decision."

Another ad invites: "You may be interested to know that women are welcome in member firms of the New York Stock Exchange." It describes females as "instinctively good shoppers" who "have what it takes to become good investors—the patience to get facts" and "the common sense to put their extra money to work for a second income or long-range growth in value."

■ Still another tells the how-to-do-it aspects of looking up a New York Stock Exchange broker in the Yellow Pages; visiting his office; telling him how much you can afford ("he's accustomed to talking with new investors, many with even as little as a few hundred dollars"); asking about company profits and dividends; and about a Monthly Investment Plan (begun in 1954) which "allows you to invest with as little as $40 every three months."

"If you go about it sensibly," the copy concludes, "investing can be a stimulating experience for women, married or single." A coupon for one of the exchange's free booklets, "Dividends Over the Years" ("Investment Facts" is the other), rounds out the ads.

Besides the women's schedule, three full-page b&w ads will appear in *Life, Look, Newsweek, The Saturday Evening Post, Time* and *U. S. News & World Report;* and two insertions will appear in six financial and business magazines. Backing up the campaign will be three ads in a record 700 newspapers.

As a dividend for its members, the exchange has provided a raft of tie-in materials—small-space newspaper ads which it suggests break alongside the national insertions plus tv and radio commercial copy.

■ According to the exchange, in 1960 member companies ran a total of 158,000 lines of tie-in advertising. ("The equivalent of 65 newspaper pages.") In spring of this year, the figure was 98,000 lines, the exchange added. #

H. Belden Joseph, VP of OAI, Dies

NEW YORK, Aug. 25—H. Belden Joseph, 70, a vp of Outdoor Advertising Inc., died at his home Wednesday after a four-month illness.

He joined OAI as a vp when the national sales company was formed in 1931. Mr. Joseph entered outdoor advertising when he joined E. A. Strout Farm Agency, New York, as a young man. He went from there to Kelly-Springfield Tire Co., New York, as ad manager specializing in painted displays and spectaculars.

After military service in World War I, Mr. Joseph sold outdoor advertising nationally for Thomas Cusack Co., later becoming New York sales manager. When Cusack merged with General Outdoor Advertising Co., he continued as a national account executive.

He was for many years a member of the advertising and selling course committee of the Advertising Club of New York.

PAUL P. KNIFFEN

LIBERTY, N.Y., Aug. 22—Paul P. Kniffen, 62, head of Paul P. Kniffen Co., New York, advertising specialist, died Sunday following a heart attack at his summer cottage on Lake Anawanda in Sullivan County.

RAYMOND G. SMIDT

HELENA, MONT., Aug. 22—Raymond G. Smidt, business manager of the *Helena Independent Record*, and his wife, Marguerite, died Sunday as the result of injuries suffered in a 15' fall at a resort near here.

Mr. and Mrs. Smidt and two others fell when a balcony railing collapsed Saturday evening at Frontier Town. The other two were injured seriously.

West Joins Enyart & Rose

Herb West has joined Enyart & Rose Advertising, Hollywood, Cal., and will head the agency's Orange County office, which will be located at 1042 N. Sacramento St., Orange. Mr. West, who has operated his own advertising and pr agency for the past year, formerly was a principal in two Los Angeles agencies—Allen & Marshall Advertising Agency and Gage, Booth & West.

Westinghouse Lamp Unit Names Harry Niederauer

Harry Niederauer

Harry L. Niederauer has been named manager of marketing services of the Westinghouse lamp division of Westinghouse Electric Corp., Bloomfield, N.J. He was formerly a vp of Fuller & Smith & Ross, and before that was advertising and sales promotion manager of the lamp division.

In his new position he will be responsible for various marketing activities, including sales promotion, advertising, personnel development and various selling support activities. He will report to Charles E. Erb, division marketing manager.

Martin Boosts Alward

A. L. Alward has been appointed vp in charge of operations of J. W. Martin Inc., Milwaukee agency. Mr. Alward was previously general manager of the company.

This Week in Washington . . .

Minow's Attrition Technique Wins FCC Changes Once Denied by Congress

By Stanley E. Cohen
Washington Editor

WASHINGTON, Aug. 24—The "staying power" of Newton Minow was illustrated this week as Congress gave final approval to legislation carrying out Federal Communications Commission changes which the White House hoped to achieve by Presidential order earlier this year.

Although just about everyone recognized that FCC's ponderous procedures needed pruning, that Presidential order was shouted down in Congress last June. But Chairman Minow continued to press for the changes, which are essential to an efficiently functioning FCC.

Identical reorganization plans for other regulatory agencies survived the congressional gauntlet. The effort to reorganize FCC by Presidential order last spring simply had too much "running against it."

The plan was unnecessarily incendiary. Presidential assistant James M. Landis, who drafted it, is something of a prima donna. Going beyond the recommendations of the FCC experts, he insisted on including a pet idea of his own, which centralized vast—and unneeded—appointing power in the hands of the FCC chairman.

■ Broadcasters were out to punish Mr. Minow. Stunned by the flip phrases in his "vast wasteland" speech, members of the National Assn. of Broadcasters were in no mood to see so much power turned over to a man whose motives and judgment were yet to be established. As community leaders in congressional districts throughout the country, broadcasters have vast grass roots political influence, and in this case they made full use of all the resources at their command.

A matter of congressional prerogative was involved. To rationalize their opposition to the reorganization plan, broadcasters emphasized that the plan eliminated procedures which had been established by a 1952 law. This was admittedly a bad law, but House Speaker Sam Rayburn (D., Tex.) was determined that it would be changed by Congress—or not at all.

■ The really significant lessons from this incident occurred after the reorganization plan was killed. Choosing to ignore the personal slight that motivated so many votes against the reorganization plan, Chairman Minow continued to work patiently and persuasively for the changes.

With the encouragement of the two most experienced congressional authorities on the Communications Act—Sen. John Pastore (D., R. I.), and Rep. Oren Harris (D., Ark.)—he got the members of the FCC to agree on changes that all seven felt they could support. His willingness to give ground in order to achieve a reasonable consensus accounts to a considerable degree for the fact that the reorganization—which seems to cover all the essentials which the President hoped to accomplish—went through both houses with barely a murmur of opposition.

This knack of compromising, without sacrificing his original goal, has been evident many times during the five months that Chairman Minow has been on the job.

■ Many of the broadcasters who heard the "vast wasteland" speech at the NAB convention three months ago may have been inclined to write Mr. Minow off as a young whippersnapper. But there has been nothing headstrong or rash about his performance within the FCC.

Although Chairman Minow is much tougher than most of the other FCC members are willing to be in policing broadcast licensees, the commission has been moving rather rapidly down the road he has recommended. In part, that reflects these significant characteristics of his method of operation, which have been observed during his initial months in office:

Unyielding purpose—The chairman has definite goals in mind. He supports them with reasoned legal arguments. He has no inclination to retreat a step on principle.

Provocative ideas—He surrounds himself with people who habitually seek a fresh point of view on the problems that the commission faces. While his advisors often offer somewhat unconventional remedies, the chairman picks and chooses those which he considers appropriate for the case.

Respect for others—There are no known instances where he has tried to use the influence of his office to undercut any of his colleagues. In an agency notorious for its factionalism, he has been notably successful in getting along with those whose philosophies are sharply divergent.

A minimum of grandstanding—The chairman appreciates the value of public opinion. He's getting public relations advice, and he keeps FCC and its problems before the public. But in contrast to the "vast wasteland" speech, his subsequent writings are moderate. He has reiterated his views—but he has neither expanded them, nor withdrawn any of them. Although he has been outvoted on numerous occasions at FCC, his written views have been brief, largely legalistic, and completely devoid of quotable language.

■ His purpose, outlined in the "vast wasteland" speech, and repeated many times since, is to see that broadcasters operate their stations "responsibly." Under this heading he expects them to present a variety of programming, suited to the needs of all segments of the community.

He marvels that the industry finds this to be a controversial point of view. Less than 25 years ago, it was accepted doctrine at the commission and in the courts, he says. Only in recent years has it been argued that the commission is precluded from reviewing the performance of its licensees.

"Far too many licensees do not regard themselves as trustees for the public," he complains. "The frequency is regarded as 'theirs,' not the public's; and the license is not one to operate in the public interest, but rather to get the greatest financial return possible out of their investment.

■ "What shall we do?" he asks. "Surrender to the men who 'want provocative programs that don't provoke anybody'? Or to the advertising agencies who reportedly 'want a strong, hard-hitting, noncontroversial show that won't offend anybody'—and above all no gloom? What is the future of a medium under such influence?" #

Color Production Sets Move

Color Production Service Corp., a supplier of printing materials for newspaper r.o.p. color and comics section advertising, is moving from 250 Park Ave. to 733 Third Ave., New York.

Jeweler Sets More Offbeat Ads After Initial Success

PHILADELPHIA, Aug. 22—A jewelry store here has found that a good way to perk up sales is to advertise something that's not for sale.

F. J. Cooper Inc. ("Jewelers by birth since 1883") a year ago decided to try a national campaign. The first ad was a b&w page in the Oct. 1, 1960 issue of *The New Yorker*, with the improbable headline: "Mr. Cooper's Buddha is not for sale."

The copy was set in reverse type under a big picture of Douglas Cooper looking out from behind his Buddha. Everyone was afraid the copy wouldn't—or couldn't—be read. But on the contrary, "it outpulled most of the four-color pages in the same issue, finishing with a very high 'read most' for both men and women," the company told ADVERTISING AGE.

■ The ad explained that Douglas Cooper was one of the three members of the "famous" Cooper family of jewelers, that he had bought this 700-year-old Buddha for his own collection, and that it was not for sale. "But many other equally exquisite objects and precious jewels of original design are," the ad pointed out.

The ad brought in enough business the first week to cover its cost. And not only did it result in immediate sales; six months later, two new customers walked in the store, mentioned the ad—and made $500 and $575 purchases.

Since then, the company has run seven other ads, all fractional pages, picturing unusual pieces of jewelry, each with a chatty story behind it. Besides running in *The New Yorker*, they appeared in *Vogue* and, locally, in Philadelphia theater programs for such events as the opera, symphony concerts, horse show, garden show, etc.

■ This season, deciding that page ads pull in more sales than fractional pages, Cooper has scheduled three b&w pages for this fall. The first ad will run in the Oct. 7 *New Yorker* and the October *Town & Country*.

This time the unorthodox headline will be: "We've lost a customer. Can you help us find her?" The ad will picture all three of the Coopers in their store, but the copy will feature Elaine Cooper.

We've lost a customer. Can you help us find her?
F J COOPER

FAMILY ACT—*In this b&w page in The New Yorker and Town & Country this October, the Cooper trio advertises for a lost customer whose name they've misplaced.*

According to the ad, Miss Cooper had designed a diamond brooch which a customer liked—but somehow the customer's name had been misplaced while Miss Cooper was in Africa "discriminately" purchasing the diamonds for the pin. "We can only hold the pin for 15 more days," the ad will say. "After that time, we will offer it for sale. It will be priced at $4,900."

Subsequent ads will each feature one of the Coopers on a buying expedition abroad, and will show several pieces of jewelry resulting from the trip.

Mr. Cooper's Buddha is not for sale
F J COOPER

NOT FOR SALE—*This b&w page in the Oct. 1, 1960 issue of The New Yorker was still bringing in new customers to F. J. Cooper Inc., Philadelphia, six months after it ran.*

Harvey & Thomas, Philadelphia, is the agency for the ads, which are created and written by Ed Curran, account supervisor. #

Mom Would Rather Buy Brand Cold Remedy Than Pay for Prescription, 'Journal' Finds

PHILADELPHIA, Aug. 23—Coughs or colds in the family send housewives to the drug store, rather than the family doctor, according to a survey by the *Ladies' Home Journal* reader reaction bureau.

Most of the women queried said they preferred to buy over-the-counter remedies from a well-known drug manufacturer, provided they were considered safe and effective, than to buy more expensive prescription medications.

■ More than two-thirds of the women interviewed said they use a vaporizer to treat simple colds, stuffy noses and chest congestions, which the bureau thinks "may well preclude the increased sale of over-the-counter cough syrups."

Most frequent objections to cough syrups were on the basis of ineffectiveness or unpleasant odor. They also want to be able to tell from the label how long a cough medicine remains potent after it is opened.

The most popular treatment for simple colds consists of fruit juice, bed rest, chest rubs and nose drops. Less frequently mentioned were gargles, inhalers, nose sprays, cold tablets and lozenges.

Cough and cold medications most often found in the family medicine chest are aspirin, tissues, chest rubs, cough syrup, antiseptic gargles and nose drops. Some women also keep cough drops, cold pills, nose sprays and inhalers. About half said they have children's aspirin on hand.

Proprietary drugs bought regularly are headache remedies, medications for cuts, burns and bruises, laxatives, indigestion remedies, mouth washes and antiseptics.

■ Regarding advertising, the women were particularly outspoken about tv drug commercials involving aspirin, laxatives and pills. They do not like the human body pictured so graphically and don't want to watch what happens internally when a remedy is taken. #

Eldridge Peterson Named Publications Editor of Pace

Eldridge Peterson, former editor and publisher of *Printers' Ink*, has been appointed to the new position of editor of publications at Pace College, New York, effective immediately. He will edit a quarterly magazine for businessmen and alumni which will bow in December.

Mr. Peterson resigned as vp of John Orr Young & Associates, an advertising consultant, in order to accept the post at Pace. He had joined the Young company in 1958 following his retirement from *Printers' Ink*. Well known in advertising and marketing circles, Mr. Peterson is a former vp of both the National Conference of Business Paper Editors and the Society of Business Magazine Editors.

Chapel Adds Radio-TV Unit

Chapel & Associates, Mansfield, O., has added a radio-television department and Sam K. Beetham has been named director of the unit. The agency's first tv promotion was centered around the 3rd Grand National Kart Races held recently in Mansfield.

WNBC-TV Offers New Discount Plan

NEW YORK, Aug. 23—Effective Sept. 1, WNBC-TV will introduce a new rate card with a simplified volume discount plan, a new Class E rate for fringe periods and increases for the "Jack Paar Show" breaks.

Among the most noteworthy revisions:

- The discount for a 52-week continuous schedule will go from about 5% to 10%.
- A new E time classification has been created to cover from sign-on to 7:59 a.m. daily and until 5 p.m. Saturdays and Sundays and from 1:01 a.m. to sign-off daily. This will mean time cost reductions ranging up to 30% for some of these periods. There are also some reductions in daytime local participations.
- The cost of announcements on the Paar telecast, between 11 and midnight, will go up as much as 40%.
- The new prime time spot lenghts—30's and 40's—were priced at 150% and 200% of the current 20-second rate.

■ Rate revisions for two other New York tv stations went into effect Aug. 1. WOR-TV increased announcement rates of all lengths and all time classifications about 20%. The discount structure covering program buys was simplified, with charges to the advertiser remaining basically the same.

The newest card of another independent, WNEW-TV, raises the price of in-show Class A minute spots. The amount of the increase depends on the type of buy.

In September, WPIX, still another independent, will boost the cost of one half-hour daily—4:30 to 5 p.m. This adjustment was made by putting this 30-minute period into a higher priced time classification. #

Sackheim-Bruck Appoints Two

Joseph B. Rickard, formerly with *Coronet*, has joined Maxwell Sackheim-Franklin Bruck, New York, as an account supervisor. Ted Romaine, previously with Kastor, Hilton, Chesley, Clifford & Atherton and Donahue & Coe, has been named production manager of Sackheim-Bruck.

Adler-Built to Sorin-Hall

Sorin-Hall Advertising, Miami, has been named to handle advertising for Adler-Built Industries, and its subsidiaries in Hialeah, Fla., and San Juan, P.R.

The Advertising Market Place

Rates $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $19.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 50,026

HELP WANTED

CAREER OPPORTUNITY WITH MAJOR COMPANY

If you seek an opportunity with a major fast-growing company in a growth industry see if you meet these qualifications for the man we are adding to our staff:

Late 20's or early 30's with several years of creative advertising experience. Can take on a variety of projects, have know-how to decide best way to work them out—ability to write good copy and transform into visual impression for an artist and with production savvy to deliver effective, good-looking material . . . on time and at a reasonable cost. College degree helpful for future growth.

If you have these qualifications and like to accomplish things with a combination of good ideas and hard work, we would like to tell you more about why we think Bankers Life is a swell place to work. Write giving as much information as possible about yourself, your experience and what you hope to accomplish during the next several years.

Personnel Office
BANKERS LIFE COMPANY
Des Moines 7, Iowa

ADVERTISING SPACE SALES

Prominent consumer magazine has exceptional opportunity for space salesman under 40 with experience in handling automotive accounts. Work out of Chicago office. Good salary commensurate with experience and record. Our staff know of this advertisement. Submit full resume in confidence to:

Box 5154, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY WRITERS & ARTISTS

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

Ad Agency has two openings:
COPYWRITER—Versatile, young.
GIRL FRIDAY—Some copy.
For full details, call **FR 2-4333.**

WELL KNOWN AND LIKED—BECAUSE APR MEN TALK SENSE! LET THEM MAKE FRIENDS FOR YOUR PUBLICATION, TOO!

Association of Publishers Representatives
310 East 49th St.
New York 17, N.Y.

Young Man—Min. 5 years exp. retail advertising. Strong on copy and ideas; good organizer. Top firm; top product. All benefits. Growth opportunity.

Box 5155, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVES

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

Southern business publication (BPA) has opening for experienced man who can both write and sell. Send resume, references, salary requirements to:

Box 5156, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity .... editors
adv. managers .... copywriters
artists .... media ...... production ...... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ADVERTISING—SALES PROMOTION MANAGER

Established New Jersey Company; growth potentials. Send complete details; state salary and availability.

Box 5157, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

PROMOTION MGR.

Rapid writer, idea man. Sales and production background helpful. Immediate opportunity with expanding trade publishing chain for creative self-starter. Send resume, salary required.

Box 5158, ADVERTISING AGE
630 Third Ave., New York 17, New York

DIRECT MAIL COPYWRITER

The expanding Subscription Promotion Department of LOOK Magazine has an opening for a young direct mail copywriter with ideas.

The man we choose will have a broad general writing background—perhaps with two or more years experience in direct mail.

He will live in Des Moines—one of the midwest's finest cities—probably fifteen or twenty minutes from the office. After a brief training period he will apply his talents to planning and creating direct mail programs for LOOK and its affiliates.

If you're this man, you'll find real opportunity at LOOK. Your Progress will depend only on your ability to write effective direct mail, and to administer the details of sound direct mail campaigns.

Sell yourself in a confidential letter to:

E. M. Bartlett
Subscription Promotion Manager
LOOK Magazine
111 Tenth Street
Des Moines 4, Iowa

ADVERTISING MANAGER —BUILDING PRODUCTS

National advertiser in both residential and non-residential fields. Location in upstate Wisconsin city with excellent community facilities, ideal situation for an outdoorsman. This position requires an active, promotionally minded producer, able and willing to travel for field contacts with distributors, as well as operate department and handle liaison with agency. Background should indicate a merchandising viewpoint as well as all-around technical competence. Send resume of education, experience, interests, and objectives. State salary requirements. All replies will be kept confidential.

Box 5159, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

SALESMAN-SPACE, TV, GRAPHIC ARTS

16 yrs. thoro exp. Top refs. East only. 36.

Box 5160, ADVERTISING AGE
630 Third Ave., New York 17, New York

I'M A PEOPLE P.R. MAN

People are my specialty. In P.R., employee communications, community relations. I can write, talk, listen to people. I won't write publicity for a living. If you have a people P.R. job with a future and will pay $13,000. to fill it, we should talk.

Box 5161, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VERSATILE AD MANAGER

presently employed seeks more opportunity. 10 years industrial writing, advertising, management and promotion experience. Strong on copy, imagination and industrial marketing.

Box 5162, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

wanted **COPY-WRITER**

. . . capable of becoming copy chief in a well-known Madison Ave. agency within 6 months!

The man we prefer is probably employed . . . but he'd have to wait **years** for an opportunity like this. His field is pkg. goods. He's equally able in TV and print. He can create campaigns. It's likely he's between 30 and 40. Our staff knows about this ad and . . . **you know this agency.** Send resume and present or last base salary.

Box 882, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

CREATIVE SPACE SALESMAN seeks opportunity. Experienced, modest salary.

Box 5163, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVTG-MKTG ACCOUNT MAN

Bright, Young, Pleasantly Aggressive. 4 Years agency experience on pkg. goods accounts. Seeks challenging growth oppty with agency or advertiser.

Box 5164, ADVERTISING AGE
630 Third Ave., New York 17, New York

MEDIA DIRECTOR (Time-Space) ADMINISTRATIVE COORDINATOR

In Chicago, I am your gal if you want top agency experience and references. Resume available. **BAYPORT 1-3817**

AGENCY—CLIENT

Young, married dynamic marketing man. Current responsibilities as Ad VP and Admin. Asst. with diverse Texas interests. Creative bkgrd with two top ten agencies. TV Station mgmt and program experience. Retail point-of-purchase planning for shopping centers and supermarkets.

Box 5165, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING EXECUTIVE

Now in New York. Seeks relocation. Shirtsleeve experience with diversified accounts includes medium-sized Southern agency, head of own agency and manager New York branch. Strong administrative, creative and business development. Early forties. Will travel.

Box 5166, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

TRADE PAPER REPS. WANTED FOR ILLINOIS-OHIO AREAS

Publishers space representatives (already representing other publications) wanted for specialized magazine serving business management. Above average commission. Submit complete resume.

Box 5133, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

WANTED TO BUY

Small to medium size trade publication. Prefer industrial market.

Box 5167, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DREAM FOR SALE

Retirement business developed by late advt. exec. Fourteen Apts., Restaurant, Marina with 35 boat capacity. Private Ocean Beach. Tropical garden overlooking Inland Waterway. Located on exclusive Island 18 mi. N. of Palm Beach. Owner: **Mrs. W. L. Shinnick, R.F.D. #1, JUPITER, FLORIDA.**

ADVERTISING ASSISTANT
PHARMACEUTICAL

A challenging opportunity with excellent growth potential is available in our rapidly expanding Philadelphia pharmaceutical organization. The man we need must be able to assume responsibility in a wide area of advertising functions. He should be a college graduate with a proven record in pharmaceutical advertising. Direct sales experience desirable but not essential. An equal opportunity employer. Send resume and salary requirements to:

T-73, P. O. BOX 2045
Philadelphia 3, Pa.

BUSINESS OPPORTUNITIES

FOR SALE: PROFITABLE, IDEAL PUBLISHING OPPORTUNITY

Trade journal for sale, grossing $275,000 per year. High profit percentage, long established, serves excellent field in fast growing Western states. Capable, modest size staff can readily continue publication. Lends itself easily to owner-manager operation in a field that provides many pleasant contacts or to being a division of a larger firm. Owner wishes to retire. Will sell for cash or terms or exchange for stock in a larger firm.

Box 5168, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COOPERATIVE MAILING SERVICE AVAILABLE!

We pay high rates to mailers accepting inserts and reduce mailers' cost thru "piggy-back" coordination. Call LA 4-9116, or write **"ad-mail" PUBLISHERS—225 W. 34 St., N.Y. 1**

LOS ANGELES: FOR SALE: Small, Good Regional Trade Mag.

Publisher of 2 highly respected monthlies just elected mayor and must unload one. This one is 10 yrs. old, exclusive in western coverage of appliance retail & service field. Has 6 blue chip contracts & big potential. Clean circulation list of 8,000, plus 4,000 more names on plates. Sacrifice for cash, or make offer on terms. Investigate this opportunity. Write or phone, **Associated Publications, 618 S. Western Ave., Los Angeles, 5, Calif. DUnkirk 8-3230**

MISCELLANEOUS

ENGINEERS AT HOME ADDRESSES.

Over 135,000. Select by types. Lowest rates. **DECISION/INC. 2617 Colerain Ave., Cincinnati 14, Ohio, 681-6800.**

SHARE OFFICE SPACE

Small electronic ad agency of 4 people in loop will share space with artist, PR, consultant or other agency. Have work for on-the-spot free lance artist. Phone: **AN 3-2885**

CREATIVE MAN NEEDS FACILITIES

Creative Art Director with sales promotion, catalog and collateral clients needs office space and finished art and photography facilities. Opportunity for Chicago art studio or agency to add to its creative strength and its billing.

Box 5169, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Press time open on annual basis to print monthly periodical to 100M or 200M copies. Web letterpress. 16 to 64 pages, type size 9¼" by 13". Spot color one side. Can handle compositions and stereo. Plant in Poughkeepsie, N.Y.

A. J. Hall, Box 514, Ithaca, N.Y.

HELP MAKE NEW WEAPON TO FIGHT COMMUNISM. For copy of Social Invention, send 25¢ to **P. O. Box 3872, Los Angeles 54, Calif.**

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind—any medium

NEVER UNDERESTIMATE THE POWER OF A PREMIUM!

CHOICE OF 5 COLORS!

Clutch Bag Set

Has proved big repeat premium. Zipper bag, matching billfold. We mail, handle all details. Send $1 for sample.

$1 SET—mailed!

MARLEY PREMIUM SERVICE
of Kansas City
2506 W. 79th, PRAIRIE VILLAGE, KS.
ESTABLISHED 1941

TRADE ASSN. HAS OPENING FOR PROMOTION-MINDED ORGANIZER

Established organization dealing with broad range of executives in many types of business is anxious to expand its services to the field, but lacks competent manpower. Are you the type of self-starter who can develop and promote ideas and services, and plan, organize and conduct meetings and seminars? If so, please send background, salary requirements and other pertinent data in complete confidence. Do not send anything which must be returned.

We are looking for a man, preferably between 30 and 40, with a broad range of experience in organizing and conducting meetings and selling ideas and services, especially of the sales promotion type, but we are not ruling out older men (or women) who may have the experience and qualifications we are seeking.

Box 880, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CANADA'S LEADING AD PERSONNEL AGENCY NEEDS

CREATIVE DIRECTORS
COPY WRITERS
SENIOR ACCOUNT EXECUTIVES
ART DIRECTORS • AD MANAGERS

We are in urgent need of the above for a number of leading Agencies and Advertisers. These people must have outstanding records of creativity . . . be recognized as idea giants . . . able to spark and direct others . . . leaders in every aspect of the advertising, promotion and merchandising of highly competitive packaged goods and automotive products.

NO CHARGE TO YOU—EMPLOYERS PAY OUR FEES.

Send detailed resume in duplicate, with photo, to:

CHARLES EXECUTIVES
120 EGLINTON EAST, TORONTO 12, ONT. HU. 7-1576

LYRICISTS DESIRED

TO expand rapidly with rapidly expanding singing commercial firm specializing in expounding "concept" or "image" commercials.

- Would prefer erudite writer schooled in the art of metaphor—
- Who has a thorough knowledge of music—
- And is capable of creating "images" in sound that permit the minds eye to visualize the sponsor or his product.

Our firm is—rather alert—and we feel that the opportunity offered herein, while undoubtedly paralleled by others, is outstanding.

No kiddin'.

Call or write: **Warren Vincent, Audio Designs Corporation, 756 Seventh Avenue, New York 19, N.Y.—Columbus 5-5600**

Outstanding Opportunity—

INDUSTRIAL ADVERTISING SPECIALIST

GROWTH . . . has created this important opening at Emerson Electric in a newly formed industrial division.

Man selected will help direct advertising and sales promotion activities to industrial and OEM markets in electrical & electronics apparatus. Background should include familiarity with media for these markets, technical writing, and knowledge of marketing methods.

Here's a challenging assignment, with commensurate rewards, including top salary, many fringe benefits, and an opportunity to move up in a dynamic company which is one of the fastest growing and most diversified in the country.

Give complete background in your first letter. All replies in confidence, of course.

Write Mr. A. L. Depke, Employment Manager
EMERSON ELECTRIC MANUFACTURING COMPANY
8100 W. Florissant, St. Louis 36, Mo.

NOT JUST A WRITER . . . .

The man we are looking for must have:

1. Exceptional ability to research, and write solid, savvy feature material for dealer and external publications of blue-chip clients.
2. Ability to assume full editorial direction of one or more of these publications, and to carry out field editorial assignments imaginatively.
3. Ability to conceive and direct effective illustration.

He will be joining the PR Division of an over-$10-million, fast-growing, old-enough-to-vote agency in one of the finest residential areas in the Northeast. Clients include some of the best names in American industry. Potential to grow: as big as all outdoors.

If mature, readable feature material with plenty of promotional cutting edges is your long suit—and you have the samples to prove it—we'd like to hear from you.

Please send complete resume to:

Box 879, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

SKIN DIVING PICTURES

Authentic underwater pictures with diving gear used correctly. Unusual color or black & white photos as only experts can provide.

SKIN DIVER PUBLICATIONS, INC.
P. O. Box 111 Lynwood, Calif.
Publishers of SKIN DIVER MAGAZINE
and DIVING NEWS

Fine, Fast, Fairly Priced Photography

pics
incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY
CONVENTION

COMMERCIAL
INDUSTRIAL

CORRESPONDENT AGENCIES NEEDED

Small, reputable, fully staffed N.Y.C. agency wishes to discuss mutually beneficial arrangements with correspondent agencies in Chicago, Los Angeles, Montreal, Toronto for national accounts. Our accounts need localized service but we cannot afford to set up branch offices for them.

Box 881, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

NEED A MANY-FACETED* GENIUS?

*** Copy—Editorial—PR—Promotion —Publishing**

34, paterfamilias, Cambridge and Chicago Universities, B.A. Quick of wit, keen of insight, words and ideas ad infinitum. Lately with New York trade publication, all capacities; administrative, advertising and promotion head retail discount chain headquartered in Oakland; pr and promotion big San Francisco opening. Now editor of new national consumer magazine, a Golconda that can't be mined for want of $$$. Would like to stay in San Francisco, but will listen. Write **45 Glover Street, San Francisco 9, Calif.**

CREATIVE HOUSE PERSONNEL

PURELY PERSONNEL

People keep asking us "How much does it cost to register at Creative House?"

The answer is, "Nothing!"

They also ask: "Does it involve me in any way?"

The answer: "Not in any way."

Who pays the fee, then? In nearly every case so far, the employer has paid the fee because we offer a six month guarantee on any man we place in a job.

In the event we offered a job where the applicant was to pay the fee, or any part of it, he would be told—before the job interview.

Any questions?

FOOD FOR THOUGHT

We have two interesting jobs for food researchers—one as a dept. head of a Texas agency, the other with a top food company. Both at around $12,000. Any takers?

THE ART WORLD

We have jobs for artists of every race, creed, or color—except green.

For art directors, we have . . .

Home Furnishings	$25,000
Branch Office Head	17,000
Home Furnishings	13,000
Foods	10,000
Industrial	8,500
Small Agency	7,500

We could also use a package designer ($15,000), a studio illustrator ($12,000) and a studio designer ($12,000).

UNCLASSIFIED AD

Some of our jobs don't fit into neat catagories.

For instance . . .

Branch Office Manager. A 4A agency wants us to locate a top man to head up an Eastern office.
to $30,000

Personnel Manager. A top advertiser wants a top executive recruiter who knows modern methods.
to $20,000

Girdle Queen. To dream up ideas and plan sales promotion for a girdle company. A fun spot for a gal who knows the undie world.
to $10,000

Recruiter. A door-to-door cosmetic firm needs a man to get and train salesmen and plan ads.
to $10,000

President's Assistant. An ad agency that has its own film producing unit wants a TV and film writer to be the president's right arm.
to $12,500

PUBLIC RELATIONS

Morris Jacobs will not accept our definition that the difference between a publicity man and a public relations man is $50 per week.

But whatever you call yourselves out there, we have openings for communicators on photographic equipment ($12,000), schools ($10,000), association projects ($10,000), industrials ($8,500).

We even have a boat club that will pay a press rep. $7,000 per year—even though the Coast Guard is ready to pick up harbor moorings for the winter.

What's *your* story?

NOTE TO COPYWRITERS

After looking over some proofs of ads by agricultural writers, we are convinced that the government should step in and pay some of them for not planting any more corn.

What prompts all this is our desperate need for a top farm writer at $18,000.

We could also use a cosmetic gal (at $20,000) whose ads don't look like they were put to bed in pincurls.

And we have current jobs (to $15,000) for food writers who haven't lost their appetite for great copy.

In short, we have many good jobs in print or TV.

The best ones, though, seem to be going to those who did their best job on the job they just left.

ACCOUNT MEN:

If you're tired of the grueling 10 to 4 o'clock rate race, remember Creative House has jobs for Ad Managers, too.

Too many, in fact, to list this week.

Meanwhile, if you're determined to stay on Michigan or Madison Avenue, consider these sample Account Executive offerings.

Food Merchandiser	$20,000
Big Fish, Small Pond	20,000
Electronics	14,000
Paper Account	13,000
Candy Account	12,000
Agricultural	10,000
Industrial	10,000

PLAYING ROULETTE?

Many people tell us they follow our ads waiting for the perfect job to come up for them.

Stop playing roulette.

Our ads list only typical current openings. Many of our jobs aren't advertised. They're filled by those *already registered with us.*

So to make sure your number comes up, just make sure your application is in our files.

JACK BAXTER KNOWS ADVERTISING • ADVERTISING KNOWS JACK BAXTER
41 EAST OAK STREET • CHICAGO 11 • DE 7-0001

LARGE NEW YORK AGENCY NEEDS 3 COPY-CONTACT MEN

2 Industrial Chemicals
1 Agricultural Chemicals

Must have Technical Training or equivalent plus Ad writing experience. Salary to $7500. Send resume to:

Box 877, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

TO A GOOD ADVERTISING AGENCY WITH THIS ONE IMPORTANT FAULT

Like ourselves, this small to medium sized Chicago agency works so hard and so long doing an outstanding job on its present accounts, that very little constructive time and effort can be devoted to the development of new business. We'd like to sit down and discuss the possibilities of merger with this agency. The goal, of course, is (1) to build an even better organization from the standpoint of serving present clientele, and (2) through the integration of talent and facilities, develop a realistic and sustained new business program that will do justice to what the agency has to offer. We are a sound, well recognized, and unusually capable organization. If your thinking runs in similar channels, why not drop us a line. Complete confidence assured.

Box 862, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

HOLLYWOOD'S NEWEST ★ MOST MODERN ★

OFFICE BUILDING
FREE JANITORIAL SERVICE,
Utilities & Partitioning.
ON PREMISE PARKING
6515 Sunset Blvd., Hollywood 28, Calif.
IMMEDIATE OCCUPANCY
HO. 2-6727

WANT TO BUY TRADE PUBLICATION

Well established company interested in the purchase of another publication. Please write or call in strictest confidence. **S. Russell, 487 Broadway, New York 13, N.Y. Canal 6-1454.**

ASSISTANT TO MERCHANDISING MANAGER

Leading manufacturer in toiletries field has an opening for a woman between 25-35 to plan and coordinate merchandising campaigns. Must have previous experience in merchandising, advertising or marketing. Excellent starting salary and fringe benefits as well as opportunity for advancement. Please send complete resume including personal history, experience and salary requirements in first letter.

Box 884, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

DON HARRIS NEEDS:

AE, FOODS. Will work on one or more products of one of the biggest of all food advertisers. Must know, not just talk, marketing. Profit-sharing, retirement. . . . . $18-$22M

LAST CALL: CREATIVE SUPERVISOR, agricultural advertising. Over $25-million agency . . . . . $15-$18M

COPY-CONTACT, broad farm-market products experience. Very generous fringes plus $12M

DON HARRIS, Director
LOU PAETH, Associate Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago. WA 2-9400

TIME BUYER

Do you have several years experience as a time (radio and tv) buyer in an average sized agency? If so, you qualify for this one. If you have also sold time or otherwise worked for a station, you have an added appeal. This is not buying or selling—it's an inside administrative job requiring ability to supervise others. Send complete resume including salary expected to:

Box 883, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Our 50th Year

CREATIVE pub. writer-consumer accts.—mid-west agency	$10,000.
SPACE SALES—Electronic pub. Chicago & mid-west terr.	10,000.
EDITOR—plus space sales exp. medium size trade pub.	7,500.

MANY MORE—MAIL RESUME.
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

ACCOUNT EXECUTIVE

• We're looking for an enterprising man with about ten years account management experience in farm and industrial. Five figure income bracket. Send resume to **E. H. Gould, Gould, Brown & Bickett, Inc., Rand Tower, Minneapolis 2.**

ADVERTISING/PR PERSONNEL ADM

One of NY's largest personnel organizations is looking for a man with min. 1-3 yrs Ad agency Personnel and/or over-all admin exp. to do placement work in the advg industry . . . if you have a strong and persuasive sales approach, good telephone voice and are able to work long hours, we offer a thorough training program on an established desk, with extensive advertising and mail promotional coverage to back you up—have a business of your own without the "headache" of management—hi 5 figure $ potential after 2 years; start $85 draw—call (NYC) BA 7-9000 3-8 PM, or send resume to

DON HOWARD PERSONNEL agcy
50 CHURCH st or 274 Madison Av, NYC

CONSUMER MARKETING MANAGER

A leading international dairy product company is searching for an administrative-shirt-sleeve department head to supervise its consumer marketing program.

The man we need must be an eager-type who can be an integral part of a hard-hitting management team. He must know how—to cooperate with dealers; to orient and masterfully train dealers in company methods; to set-up exclusive territories and sales routes; to handle new product introductions and be fully capable of follow-through on promotion programs; to profit-motivate present dealers; and be aware of opportunities and challenges; to streamline his operation; to eliminate useless and unproductive ideas, and aim fast for the rapidly growing market potential; be vitally concerned with distribution methods . . . and most of all realize the need for teamwork between company and dealers.

The man for this job has had at least ten years operating experience in marketing and related fields; how to write intelligent training programs; to hire, train and supervise a field staff. This is not a job for a theorist, rather it is a growth potential for a well disciplined field man who is not afraid of hard work and a long work week. This job will pay good for guts and performance. Write in complete detail of your job background and earnings to **President,**

Box 878, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

MAKE

this move an important step forward. If you're considering a new position, we want to consider you.

GRAPHIC ARTS

Realistic Illustrator (Wis.)	$11,000
Art Director (Wis. Agency)	10,000
Art Director (Maine)	8,500
Editorial Layout Artist	8,500
Package Designer (Ohio)	8,000
Layout-know type (Consumer)	7,500
Exc. letter & production	7,500
Designer (studio - 2)	OPEN
Package designer	7,000
Gen. Artist (exp. girl/studio)	6,500
Production (publishing)	6,000
Keyline paste-up	5,200

COPY WRITERS

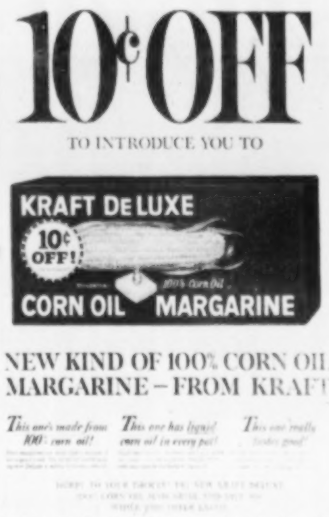
Copy/A.E. (Indus. agency)	$13,500
Industrial copy (agency)	10,000
Consumer	11,000
Merchandising (Vir.)	9,000

AND AT RANDOM

Adv. Mgr. (relocate north)	$12,000
Adv. Mgr. (Cosmetics south)	10,000
Space & Time buyer (male/agency)	8,500
Production Mgr. (agency)	8,500
Assistant Adv. Mgr.	7,500
Production Mgr. (publishing)	5,400
Assistant Media Buyer	5,000
Sec. to Adv. Mgr. (yng.)	5,000
Sec. to A.E.	4,600
Rapid typist Pub. Rel.	4,160

BETH TURNBULL/GRAPHIC ARTS COUNSELLOR
M. L. BARNARD/ADVERTISING COUNSELLOR

BARNARD PERSONNEL
220 S. State St./Chicago 4/WA 2-2306


10¢OFF
TO INTRODUCE YOU TO
KRAFT DeLUXE
10¢ OFF!
100% Corn Oil
CORN OIL MARGARINE
NEW KIND OF 100% CORN OIL MARGARINE—FROM KRAFT
This one's made from 100% corn oil!
This one has liquid corn oil in every pat!
This one really tastes good!

NEW KRAFT MARGARINE—*Kraft Foods Co. has introduced a new corn oil margarine nationally, and is promoting it with large-space newspapers ads like this one in 15 markets. Radio spots and independent supplements also are being used. Needham, Louis & Brorby, Chicago, is the agency.*

Barborka Opens Offices

Clifford J. Barborka Jr., formerly a vp of John Blair & Co., has formed a new company, Better Broadcast Bureau, New York, designed to attract more advertisers to spot radio. Mr. Barborka is offering his service to station representatives and station group owners.

WCCO Boosts Buchanan

V. A. Buchanan has been appointed account executive of WCCO, Minneapolis-St. Paul. Mr. Buchanan formerly was supervisor of merchandising of the station.

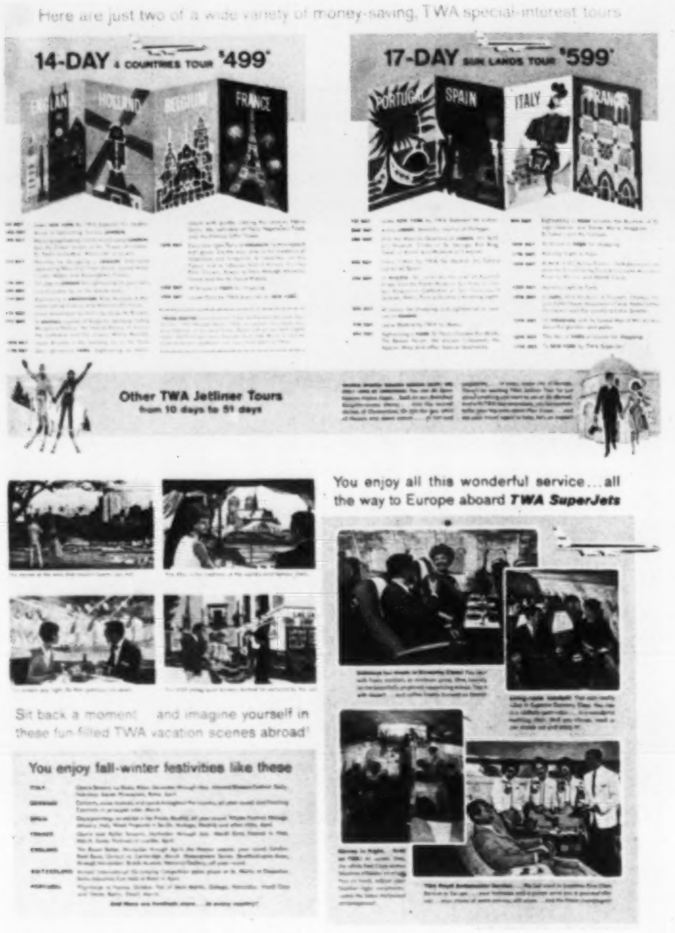
The Promotion Department
of
TIME
The Weekly Newsmagazine
is looking for a
COPYWRITER

He should have:

- an awareness of the world
- an understanding of the news
- a belief in advertising's many roles
- a liking for selling
- a wealth of ideas
- a feeling for words
- a competitive instinct
- a visual flair
- a respect for truth
- a love of writing
- a sense of style

Are these qualities to be found in a writer with only three to five years' experience? We think so. If, then, you have most of these attributes and would like to write promotional copy for TIME, The Weekly Newsmagazine, please write us today. You'll have freedom to create, a constant dialogue of ideas and assignments. You'll be writing about the most important subject in the world (the news), about one of the great publications in this world and about the important audience TIME's reporting attracts. Price range: $8,000-$12,000—an investment in the future for the right person.

WRITE TO:
Mr. John Titman
TIME & LIFE Building
Rockefeller Center
New York 20, N. Y.


Here are just two of a wide variety of money-saving TWA special-interest tours
14-DAY 4 COUNTRIES TOUR $499
17-DAY SUN LANDS TOUR $599
ENGLAND
HOLLAND
BELGIUM
FRANCE
PORTUGAL
SPAIN
ITALY
Other TWA Jetliner Tours from 10 days to 51 days
You enjoy all this wonderful service...all the way to Europe aboard TWA SuperJets
Sit back a moment and imagine yourself in these fun-filled TWA vacation scenes abroad!
You enjoy fall-winter festivities like these

ABROAD THROUGHS—*Here are two pages and a spread from TWA's eight-page travel brochure insert.*

TWA Sets 8-Page Europe Travel Ad in 'Holiday,' 'Esquire'

NEW YORK, Aug. 22—Trans World Airlines will run an eight-page insert in the October *Holiday* and November *Esquire*, part of a $250,000 campaign to promote travel to Europe.

The fall campaign will highlight off-season fares, but H. G. Reigner, TWA ad director, said it also is designed "to get people thinking about making plans to go abroad in the spring and summer of 1962."

The drive comes on the heels of a disappointing tourist season. U.S. travel to Europe declined this year, causing several carriers to cut down the number of flights.

TWA's eight-page insert will be in the form of a travel tour guide to Europe. *Holiday* calls it "the largest transportation advertisement ever placed in a magazine," although Pan American World Airways last year ran a 20-page travel folder as an insert in the Caribbean edition of the *Reader's Digest*. Pan Am also spent $42,000 last year on an eight-page insert in *Life en Espanol*.

■ In addition to the insert, *Esquire* and *Holiday* will carry spreads in the same issue, featuring TWA vacation planning ideas. Both the spread and the insert will use five colors. Supporting spreads will run in *National Geographic* and the Sunday supplements of the *Boston Globe, Chicago Sun-Times, Chicago Tribune, New York Daily News, New York Times* and *Philadelphia Inquirer*.

The spread and inserts also will run in *Asta Travel News*, official publication of the American Society of Travel Agents.

Both *Esquire* and *Holiday* plan to merchandise the campaign to the travel industry. Some 2,500,000 copies of the insert will be printed. *Esquire* will mail 5,000 copies of the November issue to travel agents and TWA sales personnel.

Foote, Cone & Belding is the TWA agency. #

'Basis for Marketing Decision' Published

"Basis for Marketing Decision" by Louis Cheskin, director of the Color Research Institute and author of "Why People Buy" and other books, has been published by Liveright Publishing Corp., New York. The book presents a number of recent studies and explains the controlled tests used for determining "deep-seated attitudes." The author "shows how controlled motivation research techniques can be employed in obtaining answers to sociological as well as marketing problems." The book sells for $5.95.

North Texas AIA Elects

Gene Garner, advertising manager of Otis Engineering Corp., has been elected president of the North Texas Chapter of Assn. of Industrial Advertisers. Other new officers are Rube Erickson, Gulf Printing Co., 1st vp; Bob Surrey, Johnston Printing & Advertising Co., 2nd vp; Bob Wood, McGraw-Hill Publishing Co., secretary; Howard Smith, Rogers & Smith Advertising, treasurer; and Tom Freeland, Continental-Emsco ad manager, sergeant-at-arms.

Christal Boosts Charlton

Richard E. Charlton has been appointed manager of the Chicago office of Henry I. Christal Co. Mr. Charlton, who has been with Christal for eight years, succeeds Neil Cline, who died last month.

KROD Names Hirschmann

KROD, El Paso, a Trigg-Vaughn station, has appointed Hal Hirschmann sales manager. Mr. Hirschmann joined Trigg-Vaughn in 1959 as a salesman.

Dinges, Zara Join Post

Charles V. Dinges has joined Post & Morr, Chicago, as executive art director. Mr. Dinges was formerly with Young & Rubicam, Detroit. At the same time, Paul Zara, formerly with R. Jack Scott Inc., has joined the agency's creative staff.

Liberty Distributors Offers Retailers Consumer Folder

Liberty Distributors, Philadelphia, hardware wholesaler, is making available to lumber-building material retailers a four-page, three-color tabloid consumer circular, which lists a selected assortment of hardware, paint and home improvement products. The circular, which lists actual retail prices of 40 products, also lists services offered by the retailers. Liberty is offering the circular to retailers at the cost of printing alone.

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CHOICE CHICAGO
OFFICE SPACE
in
Advertising Age's
Advertising Center

If you are considering new office space in Chicago, Advertising Age invites you to inspect availabilities in its new "Advertising Center" building at 740 N. Rush Street.

This building, which will become our headquarters in April, 1962, is now being extensively remodeled with the installation of a beautifully modern entrance and lobby, new automatic elevators and central air-conditioning.

The building is ideally located just one block west of Michigan Avenue and one block south of Chicago Avenue—close to bus, subway, Lake Shore Drive, and the Ohio-Ontario interchange with all expressways. There is also ample parking across the street.

The rent for this distinctive, convenient location is less than for any comparable space within miles—and it includes air-conditioning!

Desirable space, in any size units (up to 20,000 square feet on one floor) will become available between now and April, 1962.

The "Advertising Center" is particularly well suited for agencies, publishers, media representatives, research organizations, art studios, graphic arts services and other allied interests. We already have a lease from one agency and strong show of interest from several publishers.

If you would like to see space, or talk further about the possibilities, please call or write the building manager, Arnold T. Linder, Browne & Storch, Inc., 919 N. Michigan Ave., Chicago 11 (WH 4-7373)

Minute Maid, Snow Crop Juices Shift to McCann

(Continued from Page 1)

erage line and Sprite through McCann.

■ Minute Maid has held up well against the onrush of the store brands in the frozen juice business. It is estimated that, of the national brands, Minute Maid holds more than half the market, followed by Birds' Eye, Snow Crop and Libby. But private labels probably now hold 70% to 75% of the total.

It was a bitter blow for Ted Bates & Co.—the first account the agency has lost, in the Bates way of counting. Earlier this year Lehn & Fink left Bates, but, like Grocery Store Products Co., West Chester, Pa., which last week moved from Bates to Young & Rubicam, Bates claims this as a resignation. Grocery Store Products markets Kitchen Bouquet, B & B mushrooms and Cream of Rice cereal through Bates, and the accounts had billings of $1,500,000 by Y&R's count, "less than $1,000,000" by Bates' figuring.

Minute Maid has been pushing new products as it goes along, from frozen orange bars to Miracle Patent frozen orange juice and Dairy-Pure Minute Maid, a fresh juice in a carton, both introduced in New York last April.

■ Most of the marketing history of Minute Maid was written with Bates, which had been the agency for 12 years. It included time on the "Howdy Doody Show," merchandising promotions with General Mills, and the acquisition of Snow Crop in the fall of 1954 for $40,000,000.

Something of this past history tinged a statement by William H. Kearns, vice-chairman of Bates, with pride and regret. Mr. Kearns said in part, "We take great pride in the fact that this agency has made major contributions to the growth and success of this company. From a very small start this company grew in size and value. This year it was purchased by Coca-Cola for an amount we understand to have been $90,000,000. This remarkable achievement was due in no small part to the marketing and advertising policies followed by the company, in which we played a major role."

■ John M. Fox, the dynamic salesman who headed Minute Maid for most of its corporate life, resigned as president of the Minute Maid division of Coca-Cola Co. last January to become exec vp of the United Fruit Co. He said his move was not connected with the Coke merger; Holman R. Cloud, formerly Minute Maid exec vp, was recalled from retirement to head the division.

There have been reports of sharp cutbacks in Minute Maid advertising in recent weeks. #

Hornbaker Joins Fidelity

Larry Hornbaker, sales representative of KRBC and KRBC-TV, Abilene, Tex., for the past six years, has joined Fidelity Advertising, Abilene, as an account executive. In addition to servicing accounts, Mr. Hornbaker also will be in charge of new business as well as radio and tv liaison work.

Gardner Resigns from Regina

David Gardner has resigned as advertising director of Regina Corp., Rahway, N.J., manufacturer of floor polishers and vacuum cleaners, effective Sept. 1.

A Very Distinguished
IMPORTED Gin

SEAGERS
English
DRY GIN

available at
prestige establishments.

IMPORTED
SEAGERS
SPECIAL
DISTILLED
DRY GIN

Imported by DREYFUS ASHBY & CO., INC., N. Y. C. 90 PROOF • 100% GRAIN NEUTRAL SPIRITS

NEW ADVERTISER—*Seagers English dry gin is following the Beefeater trail with small-space ads like this.*

Frank Agency Resigns Shares of Quaker Oats

(Continued from Page 1)

agency."

The agency said that "while our over-all relationship with Quaker has been fine, we feel obliged to resign because of policy differences as to the importance of promotion and advertising for Quaker." It declined to elaborate.

■ The products involved are Flako mixes, the Aunt Jemima flour division and the institutional division. It was estimated that Flako constitutes about 85% of the total billings.

Mr. Mason denied a report that the agency was fired because of a declining share of market for the Flako mixes and Aunt Jemima flours. "There is nothing in the Flako picture which appears alarming," he said. While admitting that sales for the entire flour field have been declining, he added "that our flour picture looks good."

When asked to comment on a report that the products had been assigned to Lynn Baker Advertising, New York, which handles Quaker's Puss 'n Boots cat food, Mr. Mason denied the report. "The products have not yet been assigned," he said. "We plan to talk to several agencies. We have talked to the Baker agency and asked them to make a presentation."

■ There are several ironic twists to the Quaker Oats-Clint Frank story. In 1953, Quaker Oats pulled its Aunt Jemima pancake mix, buckwheat mix and cake mixes out of Price, Robinson & Frank and assigned them to J. Walter Thompson Co. (AA, Apr. 20, '53). It was a stunning blow to the agency. Shortly after this happened, Mr. Frank bought out his two partners and renamed the agency after himself. Thus, the loss of the Quaker business resulted in Mr. Frank starting his own agency.

Three years later, Clinton E. Frank Inc. won Flako mixes from Roy S. Durstine Inc. (AA, Nov. 6, '56), which put the agency back into the Quaker fold in a strong position.

The relationship also has a closer personal tie than the usual bonds between an agency and a client. Mr. Frank and Donald B. Lourie, Quaker president, are next door neighbors in Winnetka, Ill. Mr. Lourie's daughter is married to Hill Blackett Jr., vp of the Frank agency. #

Dunlop Tire Boosts Panek

Stanley J. Panek has been named manager of advertising service for the tire, foam rubber, duthane and sporting goods divisions of Dunlop Tire & Rubber Corp., Buffalo. He formerly was assistant ad manager of the company.

Seagers Imported Gin Sets First U.S. Ad Promotion

NEW YORK, Aug. 22—A new imported gin, Seagers, is following modestly in the trail blazed by Gilbey's, Gordon's, Beefeater *et al.*

Though in distribution for some time, the brand is getting its first advertising assist from Dreyfus Ashby & Co., importer, by way of one-sixth b&w pages prepared by Ben B. Bliss Co.

■ The campaign began in *The New Yorker* and *Cue* July 29, and *The New York Times Magazine* July 30. Further insertions are called for in *Gourmet* (September and October); *Promenade*; and *Town & Country* (both August and September).

Advertising is directed to the prestige market, with simple copy reading: "A very distinguished imported gin available at prestige establishments." #

AFTRA, KFWB Talks End in Deadlock

The American Federation of Television & Radio Artists (AFL-CIO), Hollywood, has announced that negotiations with KFWB, Los Angeles, are "hopelessly deadlocked," after both sides rejected proposals aimed at ending a seven-week strike.

AFTRA originally demanded a three year contract for KFWB newsmen with weekly wages to reach $225 in the third year. In a counter-offer to the station, AFTRA lowered its previous demands to a two year contract for newsmen starting at $200 weekly and going to $212.50 the second year. KFWB offered a $22.50 increase for present employes and a base of $177.50 for new employes. Present scale at the station is $173. The contract does not affect the disc jockeys, who are on strike in support of the striking newsmen.

Andes Candies to Rodgers

Sherwin Robert Rodgers & Associates, Chicago agency, has been named to handle advertising and marketing for Andes Candies, Chicago, chain of 107 candy stores. The account formerly advertised direct. A campaign featuring color ads in newspapers, spot radio and special merchandising is planned.

Spitzer Names Randle, Cross

Spitzer, Mills & Bates Ltd., Toronto, has appointed Jack H. Randle and George E. Cross to the new posts of senior vps. Mr. Randle, formerly a vp, is headquartered in the Montreal office. Mr. Cross is in the Toronto office.

Miller Agency Adds Accounts

Miller Advertising Agency, New York, has been named to handle advertising for Montauk Beach Co., a subsidiary of All State Properties, and for Intercon Development Corp., Tuckerton, N.J.

Mergers Leave Trail of Account Shifts Behind

(Continued from Page 1)

by Young & Rubicam for 10 years.

• The 1955 merger of Chesebrough with Pond's resulted in extensive changes. At the time of the merger, the principal Chesebrough agency was McCann-Erickson, and the main Pond's agency was J. Walter Thompson Co. A 47-year relationship with McCann was severed in 1959. Meanwhile, Chesebrough-Pond's has added Compton Advertising, William Esty Co. and Norman, Craig & Kummel to its roster.

• Consolidation followed the 1956 merger of Beech-Nut Packing Co. and Life Savers Corp. Y&R had been handling Life Savers and Kenyon & Eckhardt handled Beech-Nut. Within a year, K&E lost all its Beech-Nut billings, the bulk of it going to Y&R.

■ Company mergers may sometimes lead to agency mergers. When Corn Products merged with Best Foods in 1958, the principal Corn Products agency was C. L. Miller Co., an agency founded in 1920 with Corn Products business. Corn Products was then embarking on a major expansion in the consumer products area, and it required the services of a larger agency. The result was the merger of C. L. Miller into Lennen & Newell, which emerged as the main Corn Products agency, although the Best Foods agency roster remained intact.

Sometimes an agency can work itself into a larger advertiser's roster by having done a good job for a product or a company acquired by the larger advertiser. This was the case in 1957, when Lever Bros. acquired the All line from Monsanto Chemical. Needham, Louis & Brorby, which had introduced All, became a Lever agency. That same year it was given the additional assignment of Swan soap. However, this year Lever eliminated two agencies from its lineup—and one of them was Needham, Louis.

■ On the other hand, Needham, Louis has fared better with Standard Oil Co. (New Jersey). It became part of the Jersey Standard team in 1958, when it was named to handle advertising for Oklahoma Oil, a midwestern independent acquired by Standard in 1956. NL&B has continued to handle Oklahoma and recently was named to handle the Jersey Standard institutional campaign formerly assigned to Ogilvy, Benson & Mather.

Gardner Advertising Co., St. Louis, worked its way into the Procter & Gamble roster in 1956 after P&G bought the Duncan Hines mix business. However, a year later Gardner lost the bulk of this account when P&G switched the high-billing cake mixes to one of its regular shops, Compton, leaving Gardner with special mixes. Similarly, Campbell-Mithun joined the P&G roster in 1957, when the Cincinnati soap giant bought Charmin Paper—but before long the Charmin account was transferred to Benton & Bowles, a regular P&G agency.

■ In 1959 Lever Bros. acquired a small frozen food packer, Dinner-Redy Corp., and despite acknowledgments of the wonderful job done by the Dinner-Redy agency, Harold J. Siesel Co., the business was quickly moved into a Lever shop, Kenyon & Eckhardt—which this year lost all its Lever billings.

General Foods Corp. is a large advertiser with strong loyalty to its few agencies. It acquired the S.O.S. Co. in December, 1957, and six months later, moved the account from McCann-Erickson to Foote, Cone & Belding. In 1953, after it acquired the Perkins Products Co., marketer of Kool-Aid, GF needed only three months to switch the account from Mason-Warner to FC&B.

Bristol-Myers Co. provides an exception to the pattern. The Grove Laboratories business it acquired in 1958 has not been shifted to regular B-M agencies, and Clairol, another acquisition, has remained with Foote, Cone & Belding.

■ On the other hand, Colgate-Palmolive Co. acquired Wildroot in 1959 and promptly dismissed Batten, Barton, Durstine & Osborn, a Lever agency, assigning the hair preparation account to one of its own agencies, Ted Bates & Co.

Other examples which could be cited are Pabst Brewing, which bought Blatz and assigned its entire account to Kenyon & Eckhardt; Studebaker-Packard Corp., which went through a series of financial and agency changes before ending up at D'Arcy Advertising, an old Packard agency (though Maxon Inc. handled Packard at the time of the merger in 1954); General Dynamics Corp., a $1 billion corporation built by mergers, with the great bulk of its advertising eventually landing in D'Arcy's lap, division by division; J. B. Williams Co., result of the Williams-Pharmaceuticals Inc. merger, which has consolidated its advertising in a house agency, Parkson Advertising; and Richardson Merrell Co. (formerly Vick Chemical), which last year bought Lavoris and then switched the advertising from Pidgeon, Savage, Lewis to its house agency, Morse International. #

College Papers, Youth Books in Sheaffer Fall Drive

FT. MADISON, IA., Aug. 24—W. A. Sheaffer Pen. Co.'s fall and winter ad campaign will put the accent on the youth market.

A series of four ads in 100 college newspapers in October will promote a "Sheaffer Pen Money" contest with top prizes of $100 a month throughout the school year.

Insertions are also scheduled for September through December in *American Girl*, *Boys' Life*, *Co-Ed*, *Scholastic Junior* and *Senior*, *Science World* and *Young Catholic Messenger*.

Sheaffer will also use magazines, supplements and network tv this fall. *Good Housekeeping*, *Look* and *National Geographic Magazine* are scheduled beginning in September. *Family Weekly*, *Parade*, *This Week Magazine* and several independent supplements will be used in December.

■ TV spots are scheduled for the "Jack Paar Show" and "Today" (NBC-TV), with the heaviest concentration in September, November and December.

Regular insertions are slated for 18 trade publications to back up the consumer drive.

Batten, Barton, Durstine & Osborn, Chicago, is the agency. #

Sunbeam Offers Replacements

Sunbeam Corp., Chicago, is introducing a new counter kit, offering electric shaver blades and parts, to be sold at cash registers and checkout counters of retail outlets. No national advertising is planned for the new replacement service.

Consent Order on Livigen Completes FTC's Ratke Cases

WASHINGTON, Aug. 24—The last of a series of Federal Trade Commission cases involving David L. Ratke was wrapped up today with the release of a consent order to prevent the promotion of Livigen cream as a skin food or skin rejuvenator.

In late 1958 and early 1959, Mr. Ratke and his enterprises figured in five separate FTC complaints. All promptly terminated in consent agreements except the Livigen case, which became ensnarled in legal complications.

In addition to his difficulties with FTC, Mr. Ratke also became involved at the same time with postal fraud inspectors and other authorities. Last month he was convicted in federal court in Detroit on 11 counts of mail fraud based on promotion of Turbo-Jet Convertor. He has also been awaiting trial in New York City on local false advertising charges for skin creams, battery additives and pocket radios which he promoted (AA, July 31).

■ The first FTC complaint against a Ratke enterprise was issued Oct. 7, 1958, against Comstock Chemical Co.; Mr. Ratke; and two associates, Herman Liebenson and Monroe Caine, for promotion of Roll-a-Shine polishing mitt. It was settled by a consent order July 3, 1959.

A week after the initial move, FTC issued a complaint against I. G. Chemical Corp.; Mr. Ratke; Mr. Liebenson; and Mr. Caine for promotion of a lawn preparation, Green Plasma.

The consent settlement was announced in this case on May 8, 1959.

■ In late November, 1958, two additional FTC moves were aimed at Mr. Ratke's enterprises. On Nov. 26, a complaint was issued against Staz-Set Inc.; Parker Advertising Inc.; Mr. Ratke; and Mr. Liebenson, for false advertising of 7-Day Reducer. This was settled by consent March 30, 1959. Two days after the Staz-Set complaints, FTC issued a series of complaints in battery additive promotions, including complaints against L & D Automotive Products Inc.; Biotex Ltd.; and Parker Advertising, all owned by Mr. Ratke, and Mr. Ratke as an individual. The consent order in this procedure was released July 14, 1959.

■ The complaint against Livigen Sales Corp., Biotex Ltd., Mr. Ratke and Max Laserow was issued April 23, 1959. It went to hearings after Mr. Laserow denied that he had any responsibility for the operations of Livigen Sales Corp.

FTC made two moves in the Livigen case today. Hearing Examiner Edward Creel issued an initial decision which found Mr. Laserow was an officer of the corporation who participated in the direction and control of its acts, and had a direct interest in the volume of sales. He proposed to issue a cease and desist order requiring Mr. Laserow to avoid any further promotion of Livigen as a skin food or skin rejuvenator. This initial decision is subject to appeal. At the same time, FTC announced that a consent order with similar provisions had also been approved against Livigen Laboratories, Biotex and Mr. Ratke. #

Shubart Moves Offices

Harry E. Shubart Co., Denver, public relations company and specialist in the trade show field, has moved from the Colorado Bldg. to new offices in the Tower Merchandise Mart.

Morgan
Goldenson
Murphy
Pauley
Hagerty
Jones

RADIO MINDED—*Among those attending the first in a series of regional meetings for ABC Radio affiliates in New York were Roy E. Morgan, WILK, Wilkes-Barre, Pa.; Leonard H. Goldenson, American Broadcasting-Paramount Theaters; John Murphy, WLW, Cincinnati; Robert R. Pauley, head of the network; James C. Hagerty, ABC; and Rogan Jones, KVOS, Bellingham, Wash.*

Great Western Foods Continues 3-Media Push in 27 Markets

FT. WORTH, Aug. 23—Great Western Foods Co. is saturating the Southwestern market with continuing schedules for Ranch Style beans in 27 markets and new introductory buys in three markets.

The regional buy is described as the "largest advertising campaign for a bean product in the Southwest." The campaign began in June and will continue to September, using newspaper, radio and television.

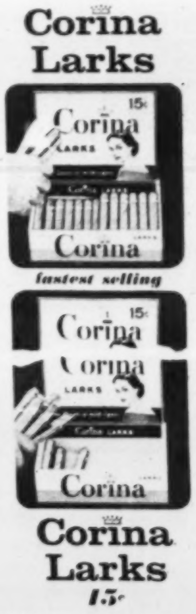
Schedules are built around traffic, shopping and weekend times with one-minute radio commercials. One-minute filmed tv spots are scheduled for prime day and night times.

The commercials feature western atmosphere and a "there are no beans quite like Ranch Style" tag.

■ Second phase plans start in the latter part of September, in major Southwestern markets for 10 weeks with radio schedules in 27 markets. This phase will consist of weekend saturation packages.

Introductory campaigns in Denver, Memphis and Wichita were launched with newspaper, radio and television buys in the three market areas. The three-month introductory phase utilizes 1-minutes for radio and minutes, 20's and 10's for television in nighttime segments.

Jack T. Holmes & Associates, Ft. Worth, is the agency. #



REPEAT—*This panel ad (shown in abridged form) appears every Monday on the sports pages of daily newspapers in Chicago, New York and Newark to promote General Cigar's Corinas. Edward H. Weiss & Co. is the agency.*

General Mills Tells $33,300,000 '60-'61 Ad Total

MINNEAPOLIS, Aug. 22—General Mills spent $33,300,000 for advertising during its fiscal year ended May 31, an increase of $1,400,000 over the previous fiscal year, Charles H. Bell, president, told stockholders at the company's annual meeting today.

Mr. Bell credited the company's alltime high sales figure to the company's two greatest assets—"its employes and consumer franchise." Mr. Bell pointed to the company's advertising activities as "a major factor in keeping this consumer franchise vital and dynamic."

Figures released by General Mills on ad expenditures differ from figures in the General Mills profile appearing on Page 120 in this issue of ADVERTISING AGE because the former are figures for General Mills' fiscal year, ended May 31. ADVERTISING AGE's figures are based on measured media figures, reported on a calendar year basis, for the year 1960.

General Mills spent approximately $35,500,000 in calendar 1960, according to the ADVERTISING AGE profile.

The $33,300,000 represents mostly media expenditures, and does not include expenditures in such areas as direct mail, couponing and collateral materials, which AA includes in its "unmeasured ad expenditure" figures.

Gerald S. Kennedy, chairman of the board, told stockholders that the company's sales total of $575,512,000 indicates that "our customers are buying General Mills products at the rate of $1,600,000 a day."

While applauding the company's highest sales and an increase in earnings in the fiscal year, Mr. Kennedy and Mr. Bell said that management is not satisfied and is making an all-out effort for greater profit returns both on dollars invested and on the dollar sales." #

'Bravo' Adds 1; Names Reps

Mitchell H. Azerier, formerly with National Theater & Concert Magazines, has joined *Bravo*, New York, an arts magazine for concert audiences scheduled to bow next month. *Bravo* has also named Burt Leach Co., Los Angeles, which formerly handled *Coronet*, as its West Coast representative; and Mel Halpern Associates, Miami, as its representative in Florida.

Cahners Boosts Kane

Cahners Publishing Co., Chicago, has appointed William J. Kane eastern manager of *Building Supply News*, headquartering in the New York office. Mr. Kane joined Industrial Publications, a Cahners subsidiary, in 1957 as a salesman for *Building Supply News.*

Gas Group Joins 'Good House,' Others in L.A. Promotion

LOS ANGELES, Aug. 22—The American Gas Assn. and *Good Housekeeping*, which several years ago discovered that if properly promoted, a house can mean considerably more than a home, this year will glorify a $44,000 model layout, located in a Los Angeles suburb, as "house of the year."

The object of the current promotion is the prototype of a 200-unit development to go up in the posh Encino Hills section of the city. As in previous promotions, AGA, *Good Housekeeping* and the builder will emphasize all-gas utilities, plus other products built into the house.

Good Housekeeping carried a six-page color ad section by AGA in its September issue. The magazine announced over the weekend that it has pulled all the promotional stops for its joint effort with the gas group.

Along with the ad section, for instance, the magazine's September issue carries a lavish, 12-page editorial spread in color boosting the model home as "the house with the outdoors built in."

In addition, *House & Home* used the promotion as subject for a cover story addressed to the trade in its August issue.

■ On the advertising front, the builder, Harlan Lee, will feature the all-gas angle in local newspaper and outdoor advertising, and will also play up products in the house which are advertised in *Good Housekeeping* and thus carry its seal of approval. These same advertisers, it was announced, are also expected to tie in with the promotion in their own advertising. Armstrong Cork, for example, will use the model house as basis for a commercial to be broadcast on its "Circle Theater" show, starting Sept. 13.

Heavy promotional mailings are also set by both the AGA and the magazine. Southern California Gas Co., Los Angeles, will promote the house and *Good Housekeeping*'s editorial feature via truck posters and envelope stuffers which will go to some 500,000 customers along with their monthly gas bills. #

'El Farmaceutico' Resumes With Simpson at Helm

A. William Simpson Jr., formerly eastern advertising manager of the international editions of *Popular Mechanics*, has assumed the positions of president and publisher of *El Farmaceutico*, export pharmaceutical magazine recently discontinued by American Exporter Publications. Mr. Simpson announced that *El Farmaceutico* will resume publishing with the October issue, with Robert de Ramery continuing as editor. The controlled circulation of 20,000—all in Latin America—will be maintained. Offices have been opened at 489 Fifth Ave., New York.

Three-Part Fall Push to Promote Barcaloungers

Barcalo Will Deliver Lounger Complete with Christmas Wrapping

BUFFALO, Aug. 22—Fall advertising plans for Barcaloungers are the biggest in Barcalo Mfg. Co. history.

Three themes will be projected, in a bid for consumer business:

- First phase of the program will be a general consumer ad featuring three famous Barcalounger owners in an offbeat testimonial, with the caption: "What famous people own these Barcaloungers?"

The ad presents symbols of the three personalities in Barcaloungers. The football represents Johnny Unitas; the dress, Ceil Chapman; and the dancing pumps, Arthur Murray.

This four color ad will run in *The American Home, Saturday Evening Post*, and *Sunset Magazine* in October and November.

- The November issue of *Reader's Digest* will carry a special four-color gift section supplement, featuring a Barcalounger in a special Christmas gift wrapping offer, topped with a big red bow. Barcalounger dealers can offer Christmas delivery of the chairs, complete with the custom-made wrapping.

- In October, Barcalo will launch an unusual traffic building program for dealers. A 12" Columbia record, "Music to Relax by in Your Barcalounger" will be featured in *This Week Magazine.*

The ad will offer this $3.98 record for $1 to anyone coming in to inspect and sit in the Barcalounger. Barcalo has arranged for both direct sale of the album on dealers' floors or distribution of coupons that can be used for mail order requests.

■ All of these promotions will include dealer participation through advertising material furnished by Barcalo. Barcalounger salesmen are now receiving this material. They also will offer sales training programs for dealer salesmen and will guide dealers in setting up Barcalounger Relaxation Center displays.

Batten, Barton, Durstine & Osborn is the agency. #

Armstrong Packing Sets Outdoor Push

FT. WORTH, Aug. 23—Armstrong Packing Co., a division of Swift & Co., has launched a spectacular outdoor painted bulletin campaign in the Dallas-Fort Worth markets for Mayrose bacon and franks

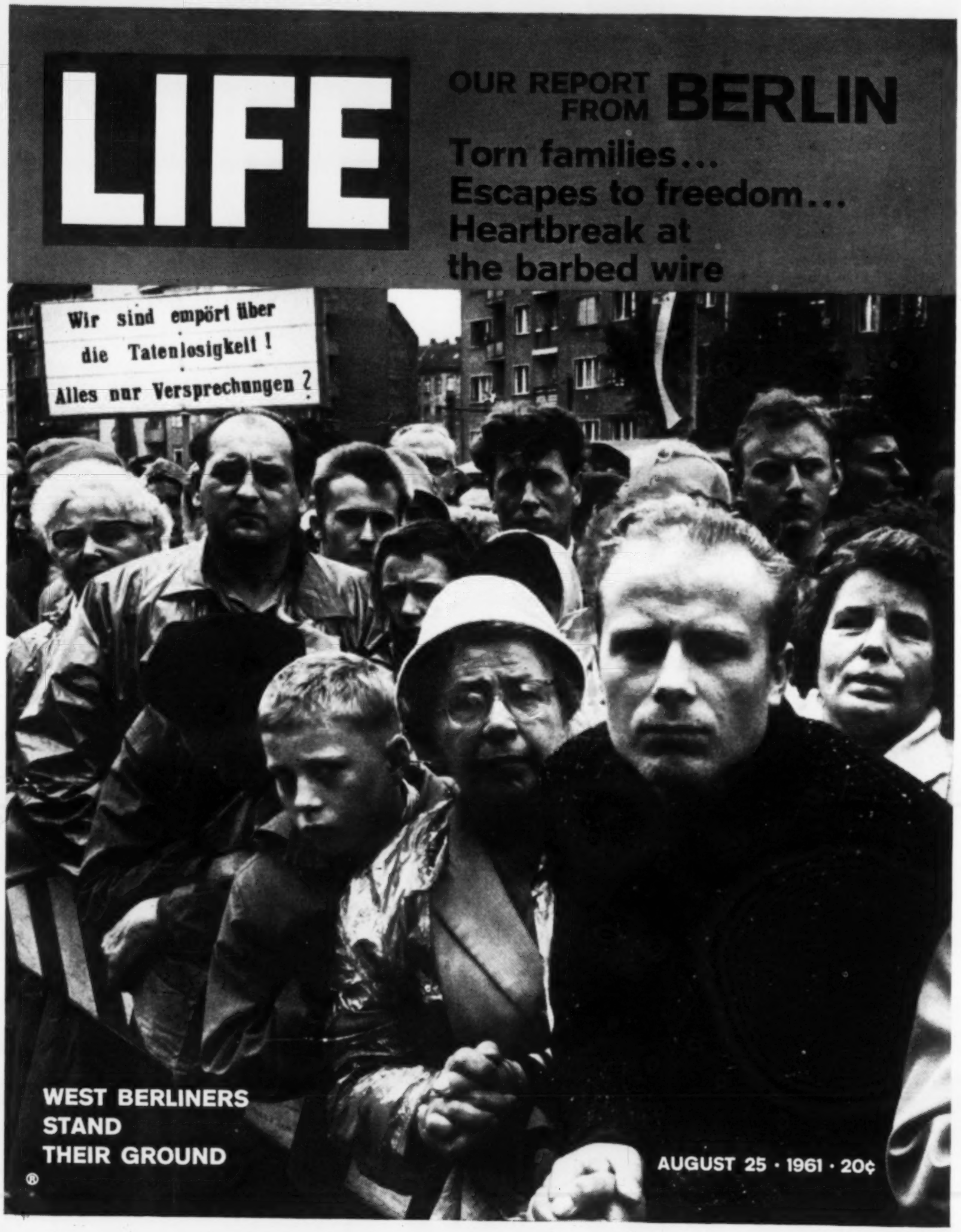
The full-color bulletins for Mayrose bacon feature the largest embellishment for a food product in the Southwest, it is said. The giant bacon package mounted on the boards measures 16'x16'.

The outdoor campaign is being handled by Jack T. Holmes & Associates, agency for Armstrong Packing, and North Texas Advertising Co., Fort Worth. #

Molesworth Adds 2 Accounts

Molesworth Associates, New York, has been named to handle advertising and pr for C-E-I-R Inc., Arlington, Va., electronic data processing company. A national campaign for C-E-I-R will be conducted in business and financial publications. Molesworth also has been named to handle advertising for Dynatech Corp., Cambridge, Mass.

In LIFE this week "...understand events and politics..."



LIFE

OUR REPORT FROM BERLIN

Torn families...
Escapes to freedom...
Heartbreak at
the barbed wire

WEST BERLINERS
STAND
THEIR GROUND

®

AUGUST 25 · 1961 · 20¢

Share the tension of a city choked by tyranny.

Know despair in the bowed heads of East Germans turned back by Red border guards. See determination in the eyes of watchful West Berliners... in the arching bodies of East Berliners jumping, swimming, scrambling their way to freedom.

See all this and so much more in the eloquent photographs in this week's LIFE. Seeing, you will gain new understanding of the crisis which holds our lives, our world in the balance.

Photographs like these communicate urgency. They are the lifeblood of LIFE magazine. They are one reason why today, more than ever before, LIFE is a **Great Magazine of Events and Politics**—one reason why today, more than ever before, people value LIFE.

LIFE

Says Senator Hubert H. Humphrey (D-Minn.), Senate Democratic Whip: "LIFE is today performing a service which I believe is vital for the American people. LIFE presents the issues and the news in responsible but dramatic and sensitive style. Americans need to know about the significant developments of the day in human terms."

Says Admiral Arleigh Burke (USN, Ret.), Former Chief of Naval Operations: "LIFE magazine is providing an example of 'coverage in depth' which will be of benefit to its readers, as well as to students of international affairs. I hope its editors continue to approach major events with the same considerate and dispassionate approach they have been using in the new LIFE."

Says Senator Thomas H. Kuchel (R-Cal.), Senate Republican Whip: "LIFE is performing an excellent service to the American people. Its editorial comments are keen, sharp, and well reasoned. First things come first, and the new emphasis of LIFE places in sharp review the basic questions of our country's survival."

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Written in revenue, 29 times over!

There is no secret about this love story. See any issue of McCall's and the reason is clear. With the October issue (just closed), and for the 29th month in a row, advertisers have favored McCall's with revenue gains over the year preceding, an issue-after-issue record unmatched by any other major magazine. This is all because of another love story that started 32 months ago between McCall's and its readers. Growing steadily, month after month, McCall's circulation will exceed eight million by December . . . a one million bonus. Important: no increase in cost to McCall's advertisers is scheduled before July 1962, and then there will be no increase in cost per page per thousand.